Sales Management

New Exclusive Estimates

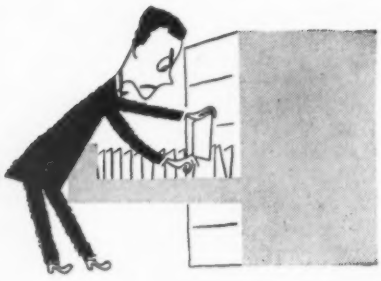
- **POPULATION**
- **RETAIL SALES**
- **EFFECTIVE BUYING INCOME**
- **EMPLOYMENT AND PAYROLL DATA**

for Sections • States • Counties • Cities of the United States

Special Sections: Canada, Hawaii, Alaska, Puerto Rico

Explanatory foreword, pages 19 to 36
Table of Contents, pages 1-3-5 and 608
Contents copyrighted

SURVEY OF BUYING POWER







do you want to file statistics... or hang up sales records?

Think it over before you answer! When the boys in the ready-to-wear business want to *sell*, they hunt around for magazines that carry the most dress advertising, and then find their advertising competing for attention with dozens of others in their field. About six months ago, REDBOOK, which devotes about two pages to fashion, took occasion to show some suits and dresses which they thought might help their readers make up their minds about their wardrobes.

REDBOOK had no sooner hit the newsstands than women began to flock in to retail stores to buy. Within a few days these retail stores reported a complete sell-out of this merchandise.

We don't report this as a world-shaking record, but merely as one more specific proof that the young people who buy REDBOOK, buy it because *they want to read it!*

When you hear the REDBOOK man say that the circulation of his magazine is at an all-time high, you may be moved to ask, "Why?" But when you look over the current issue of REDBOOK, you'll *know* why thousands of new families are coming into the REDBOOK audience every month. You'll see why REDBOOK is *easier to sell* to the public than ever before! Ask your newsstand how *they're* doing with REDBOOK!

REDBOOK is an outstanding advertising buy for you because it is a *wanted* magazine! It has a higher percentage of newsstand sales than any book in its class. And it gives you an audience of nearly 2,000,000 young families who spend anywhere from four to eight hours per issue *reading* it! Obviously they are getting *long* and *repeated* exposure to the advertising in REDBOOK. (Think that one over, and compare it with the length of time readers devote to some of the magazines on your present list.)

What magazine, not devoted to fashion, has caused a complete sell-out of ready-to-wear from two pages of editorial? Ask the boys on 7th Avenue! Ask the retailers who rang up the sales! Then ask *yourself*—whether you want to advertise to people who just look at a magazine, or to those who *read it carefully*, and *do something about it!* REDBOOK readers are avid readers when it comes to improving their personal appearance.

They have:

Four million ears to dab with perfume!
Four million hands to wear your gloves!
Four million legs to fill your hosiery!
Four million feet to grace with your shoes!

If you still want statistics to file, we'll see to it that you get them, but if you would rather hang up sales records by telling your story to a young family market that is alive with wants and crawling with eight billion dollars to satisfy those wants, then REDBOOK belongs on your advertising media list.



REDBOOK

McCall Corporation
444 Madison Avenue, New York 22, New York

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Sales Management

Survey of Buying Power, May 10, 1949

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WE HAD 353,783 LADY CALLERS IN 1948



At the rate of nearly three calls a minute for every one of the 147,360 working minutes in 1948 —that's the way Free Press women readers respond—one thousand one hundred and fifty-two calls for every working day. You will agree that this is a good yardstick of potential advertising response. And that works too. A downtown department store sold $25,000 worth of rugs from one tabloid page in roto. Another two stores chalked up a sales total of $58,000 worth of dresses. Another moved out 657 blouses in one day from a quarter page. And so on the list is legion.

• 1949 is slated to be a selling year. "Taking-order-days" have vanished. As the manufacturing capital of America, Detroit is a mighty market. The Free Press covers it thoroughly with a newspaper that is thoroughly read.

• • •

The Detroit Free Press

JOHN S. KNIGHT PUBLISHER

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Story of Progress

From Yesterday's Press . . .



. . . to Today's Mammoth Goss Headliner Presses



The Fastest—
Most Modern Presses
in the South . . .

The Atlanta Journal

"Covers Dixie Like the Dew"

wjbf-tv

. . . for the Largest Circulation in the South

***247,108 Daily**
***302,075 Sunday**

*Pub. Statement 9-30-48

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Most effective way to distribute your consumer catalog* to people who are planning to build their own homes

*YOUR SALESMAN IN PRINT

Home Owners'
CATALOGS

A *Catalog Distribution Service of* F.W. DODGE CORPORATION

SM

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FOR THE SURVEY OF BUYING POWER

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May 10, 1949 Volume 62 No. 10

A BILL BROTHERS PUBLICATION



don't look . . .

high & low

for

information

on media

and markets,

. . . ask a Branham-man!

THE BRANHAM COMPANY

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

Original Branham Research available to Advertisers, Agencies, Sales Managers:



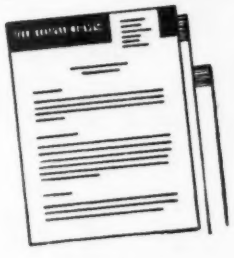
Branham Market Data Folders

"These studies are excellent. They contain the essential information agencies and advertisers want. They present their facts simply and uniformly."

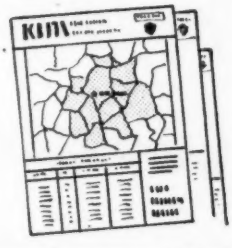
"EDITOR & PUBLISHER" Magazine

"Congratulations on the splendid folders you are getting out for each of the markets and newspapers represented by The Branham Company in which you use Survey of Buying Power material and High-Spot City references from "SALES MANAGEMENT".

Philip Salisbury, Executive Editor,
SALES MANAGEMENT



Branham Market Information Sheets



Branham Coverage Maps & Data



Color Advertising in Newspapers

Directory, Newspapers accepting r.o.p. color advertising: circulation, page size, b & w rate, extra for color, no. of colors, size units accepted.

THIS WEEK Magazine

It reaches more families in these markets than do any 3 of the following top magazines: Saturday Evening Post, Life, Collier's, Woman's Home Companion, Ladies' Home Journal, McCall's, Good Housekeeping. See chart →

This Week
MAGAZINE

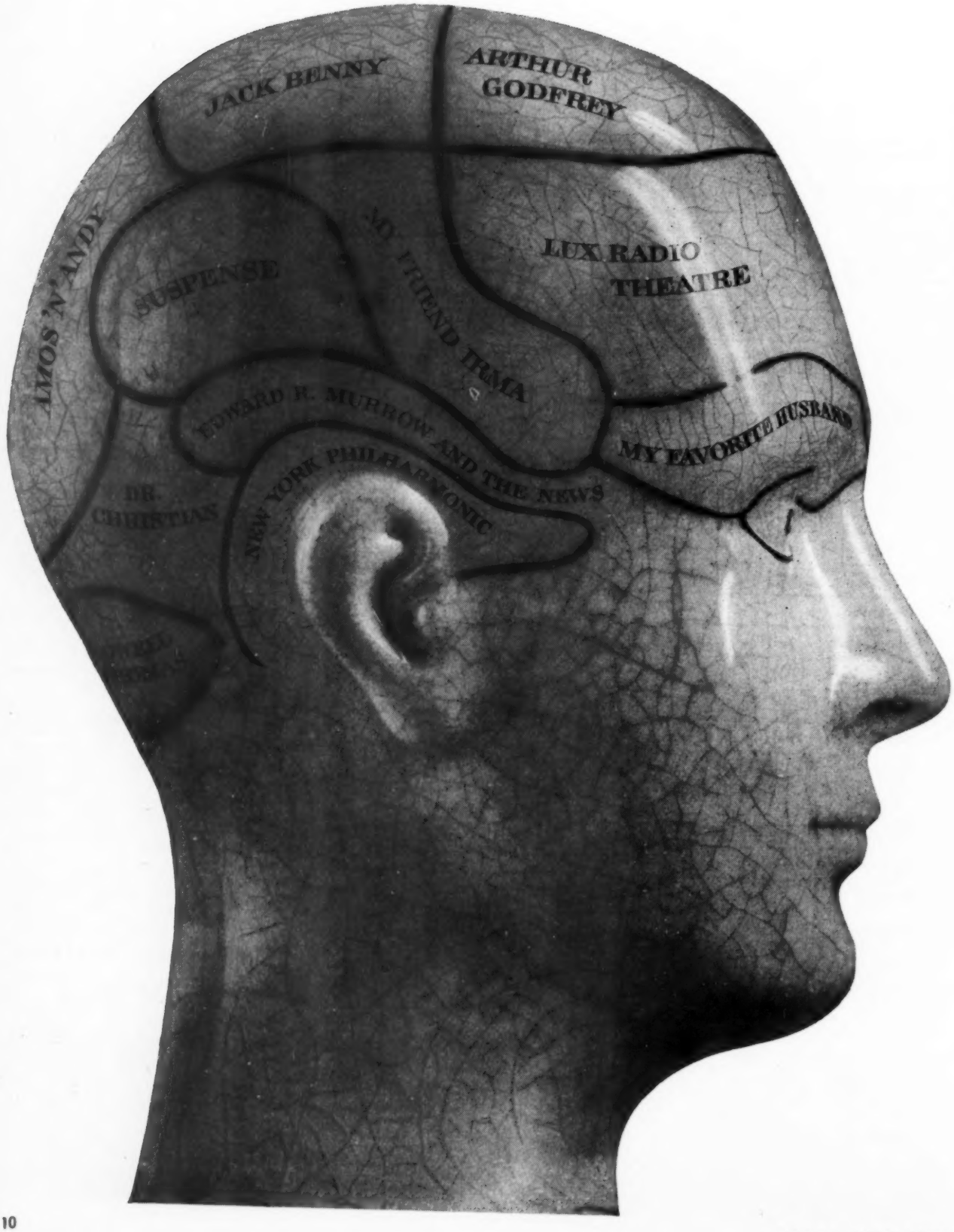
The National Sunday Magazine

e blankets the key markets!

City and Retail Trading Zone of	1948 Families (Estimate)	1948 Retail Sales (thousands)	1948 Net Effective Buying Income (thousands)	MAGAZINE CIRCULATION IN THOUSANDS							
				This Week Magazine	Saturday Evening Post	Life	Collier's	Woman's Home Companion	Ladies' Home Journal	McCall's	Good Housekeeping
Atlanta	394,200	$ 1,093,672	$ 1,412,222	199.3	25.4	34.6	15.9	20.1	34.2	21.9	17.4
Baltimore	383,200	1,349,535	2,047,559	278.7	27.4	51.1	26.7	37.2	36.7	26.1	22.3
Birmingham	277,400	797,152	1,073,841	150.1	12.1	21.3	14.2	16.5	16.8	14.5	11.2
Boston	846,200	2,846,487	4,333,775	219.0	137.4	166.6	60.9	88.5	136.4	72.2	65.4
Chicago	1,615,000	5,943,890	9,637,410	459.2	163.8	176.3	87.5	141.2	214.1	128.0	145.9
Cincinnati	406,000	1,225,017	1,915,403	215.4	24.2	43.6	26.6	33.3	35.6	34.2	23.4
Cleveland	628,600	2,221,763	3,574,586	357.6	65.7	85.4	59.7	76.9	78.1	68.3	49.8
Dallas	353,200	1,192,180	1,497,117	118.0	28.4	41.6	21.2	25.6	30.9	27.6	20.8
Des Moines	343,100	1,206,642	1,488,950	258.5	31.8	23.8	27.4	27.9	39.0	34.1	19.9
Detroit	899,400	3,637,578	4,891,070	483.9	74.2	112.5	74.1	107.7	97.4	78.6	61.5
Indianapolis	345,100	1,068,028	1,649,769	196.2	29.7	39.3	33.0	37.8	38.6	31.9	25.8
Los Angeles	1,336,400	5,129,409	6,864,432	659.3	177.1	223.8	105.1	127.4	194.0	135.3	114.2
Memphis	349,700	858,303	1,118,784	150.6	11.7	17.7	11.6	13.4	17.7	15.1	11.2
Milwaukee	412,600	1,696,337	2,186,331	282.5	38.5	52.6	34.5	49.8	54.9	42.8	29.8
Minneapolis	414,400	1,535,347	1,912,425	336.3	40.1	48.3	46.5	50.0	52.1	45.6	33.0
New York	4,005,700	13,694,467	23,593,390	489.8	396.7	570.6	208.7	346.9	470.2	283.2	246.3
Philadelphia	1,151,300	3,850,926	6,306,330	520.3	141.7	162.6	65.6	105.1	178.4	80.6	74.5
Pittsburgh	641,100	2,061,771	3,483,242	351.8	59.3	75.7	35.8	59.4	72.9	48.6	41.4
Portland	316,200	951,564	1,376,195	146.2	56.3	40.3	28.5	33.1	33.1	29.3	28.4
Rochester	221,200	651,504	1,087,153	155.7	26.1	42.9	31.8	37.9	31.1	26.9	18.3
St. Louis	549,300	1,828,296	2,630,302	270.2	39.8	41.1	37.3	46.8	50.9	41.6	32.7
San Francisco	870,200	3,234,106	4,401,801	217.1	101.8	155.0	58.9	73.4	101.5	75.1	79.7
Spokane	159,200	542,227	685,707	105.0	17.4	21.7	13.7	12.3	19.5	17.7	14.5
Washington	398,700	1,290,244	2,189,654	234.4	53.8	74.1	32.1	46.6	56.1	40.8	47.5
Total: 24 Markets, 403 Counties	17,317,400	$59,906,445	$91,357,448	6,855.1	1,780.4	2,322.5	1,157.3	1,614.8	2,090.2	1,420.0	1,234.9

24 GREAT NEWSPAPERS DISTRIBUTE IT!
9 MILLION FAMILIES GET IT!
19¼ MILLION ADULTS READ IT!

INSIDE


JACK BENNY
ARTHUR GODFREY
AMOS 'N' ANDY
SUSPENSE
MY FRIEND IRMA
LUX RADIO THEATRE
EDWARD R. MURROW AND THE NEWS
MY FAVORITE HUSBAND
NEW YORK PHILHARMONIC
DR. CHRISTIAN

U. S. A.

In nearly everyone's mind today the CBS Program Schedule is the strongest in all radio... strongest because it pleases and serves most of the people more of the time.

This leadership in network programming is no accident. It is the calculated result of years of planning successfully followed through.

And it has been accomplished in many ways:

—by ***inventing*** great package programs like "Suspense" and "My Friend Irma";

—by "***showcasing***" great programs like the Philharmonic;

—by ***developing*** great personalities like Godfrey;

—by ***securing*** them like Benny and Amos 'n' Andy.

Invention... showmanship... initiative.

These are the vital elements which CBS has woven into this rich pattern of listening inside U.S.A.

If you have your own radio program, you can be sure this pattern is the one in which it will flourish best.
If you need a radio program, you can be sure that CBS has it for you—for the best *new* programs will continue to come from the Columbia Broadcasting System.

CBS

Let's End This Parrot-Like



THE IRON AGE • HARDWARE AGE • DEPARTMENT STORE ECONOMIST • BOOT AND SHOE RECORDER • MOTOR AGE
COMMERCIAL CAR JOURNAL • THE SPECTATOR LIFE INSURANCE IN ACTION

Repetition of Economic Hokum!

In the field of economics, little white lies often turn out to be BIG ones—*tinged with red!* One of the favorite themes of the critics of the American system of enterprise is that the rich get richer and the poor get poorer. On what do they base their claims? *Myths and misinformation!*

Here are a few *facts.* Income-wise, the railroad executive is 22 percent *worse* off today than he was in 1930; the Congressman 26 percent; the pensioner 35 percent; the bondholder 38 percent; and the wealthy stockholder, on whom we depend for so much of our risk capital, 69 percent. *Hardly an indication that the rich are getting richer!*

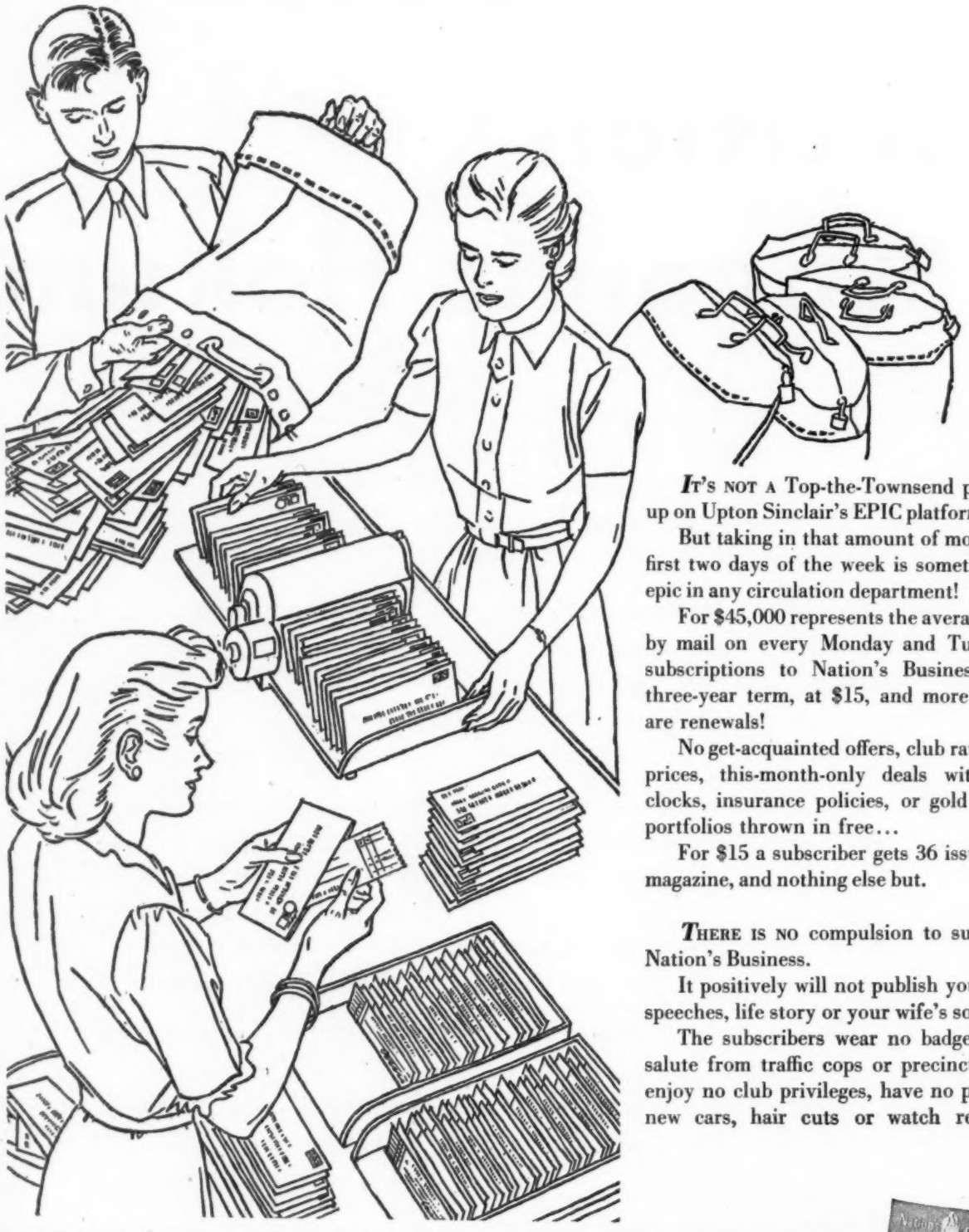
What of the man to whom our critics apply the label *poor* working man? The records show—in spite of higher taxes and changes in the value of the dollar—that the coal miner has *improved* his income by 91 percent since 1930. In other fields, too, the worker has made great gains: the textile worker is better off by 39 percent; the automobile worker by 32 percent; and the railway worker by 22 percent.

We, at Chilton, see a real, *immediate* need for putting these facts of economic life before the American public. Our critics are vocal, and not adverse to misinforming and misleading the public. The *facts* are clear enough—if we take the time to present them.

CHILTON

CHILTON COMPANY (INC.)

Chestnut and 56th Sts. Philadelphia 39, Pa. • **100 East 42nd Street New York 17, N. Y.**



IT'S NOT A Top-the-Townsend plan, or an up on Upton Sinclair's EPIC platform...

But taking in that amount of money in the first two days of the week is something of an epic in any circulation department!

For $45,000 represents the average receipts by mail on every Monday and Tuesday, for subscriptions to Nation's Business . . . all three-year term, at $15, and more than half are renewals!

No get-acquainted offers, club rates, special prices, this-month-only deals with cuckoo clocks, insurance policies, or gold embossed portfolios thrown in free...

For $15 a subscriber gets 36 issues of this magazine, and nothing else but.

THERE IS NO compulsion to subscribe to Nation's Business.

It positively will not publish your picture, speeches, life story or your wife's social notes.

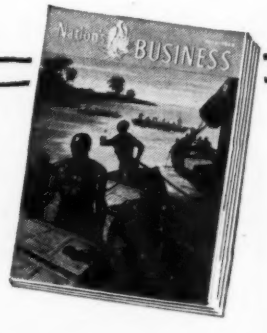
The subscribers wear no badges, rate no salute from traffic cops or precinct captains, enjoy no club privileges, have no priority for new cars, hair cuts or watch repairs, get

International monopolies . . . The cartels in industrial diamonds, quinine, mercury, other raw materials boost prices, and US public pays the bill . . . Read stimulating study by Junius B. Wood.

United forces . . .National Security Act unifying military services is not a law, merely Congress approval of an idea . . . See analysis by Wm. J. Slocum.

Stiff personalities are prone to stiff joints. "You Can Win a Bout with Gout," by Amy Selwyn.

Social security . . . Not just one program, but nine . . . "How Much More Security Can We Afford," by Benjamin B. Kendricks . . . and a dozen additional articles of prime interest to the business man in May Nation's Business.



$45,000 every Tuesday....!

no kind words from clergymen or headwaiters.

The notoriety value is nil, net...

Yet more business men pay more money for Nation's Business than for any other business publication—some 650,000 of them, in every industry classification, type of business, state of the Union, small town and big city.

The circulation of this one magazine alone includes the men responsible for a majority of the nation's business!

NO OTHER business publication offers more of the business market . . . or greater attention and interest to the advertising addressed to that market. Because Nation's Business has its own niche, utility and value in the minds of its readers.



There is more business news published today than anybody can read, and much of it contributes only to the confusion and blood pressure of its readers.

Nation's Business leaves to other journals the reports of business—looks for the reasons behind reports, skips the chronicle, seeks causes.

It takes the long view, focuses on major factors that will affect business, points out possible consequences.

Its articles are all carefully compiled, the facts documented . . . competently written for the non-specialist reader, with the common objective of authoritative interpretation rather than sensationalism, scoop, or matching the current content of other publications.

In consequence, the reader looks to Nation's Business for direction rather than data, is rarely surprised . . . and usually knows the turn of major events before they turn . . .

And since Nation's Business comes out only once a month, never crowds him, he has time enough to read every issue!

Few publications can provide a better reception for advertising...and no publication better prospects!

Possibly you don't know as much as you might about Nation's Business? Call any office for a current evaluation...

NATION'S BUSINESS

WASHINGTON, NEW YORK, CHICAGO, DETROIT, CLEVELAND, SAN FRANCISCO AND LOS ANGELES



Sentimentalists can go on for hours about the virtues of the old General Store!

What did they have that we haven't got?

"THEY HAD A LOT," you may say. Some of the talk was very useful talk. But wait a minute . . .

Would we want to return to the days of the kerosene smell, the flies buzzing over the sugar, the mice sampling the crackers? Obviously not . . . the old stores, and the old thinking that went with them, just couldn't deliver the *values* we demand!

But what have we paid for our better stores and our improved distribution? Does distribution cost too much? How shall we judge? How can we reduce the unit cost of selling?

Recently Don Francisco, Vice President of the J. Walter Thompson Company, discussed these and similar questions in an analysis of distribution's role in our economy presented before the National Marketing Conference of the Chamber of Commerce of the United States.

We shall be glad to send you a copy of Mr. Francisco's paper, "Distribution—a Look Back, and a Look Ahead" for your own study. It is free. Would you like a copy?



"The number of jobs in our production system is determined, in the last analysis, not by management . . . not by the unions . . . but by how much goods can be sold."

For a final answer, each individual case must be studied on its own merits. But as Mr. Don Francisco said recently before the Chamber of Commerce of the United States, "The all-important fact is that distribution costs should be considered as an integral part of *total* costs, and not dealt with separately."

Percentage figures are misleading. If the over-all cost is reduced by adding distribution expenses, then the net result is a gain for the community.

Mr. Francisco's analysis of this timely problem in the booklet "Distribution—a Look Back, and a Look Ahead" will be of interest to all those engaged in business management or marketing. Write for your copy to J. Walter Thompson Company, 420 Lexington Ave., New York 17, N. Y. Twenty-two other fully staffed offices in strategic cities around the world.

SIGNIFICANT TRENDS

As seen by the editor of SALES MANAGEMENT *for the year ending December 31, 1948*

BEST STATES ON A QUALITY BASIS

The lead in Quality of Market Index goes to Nevada with 126 (meaning 26% better than the national average), followed by: District of Columbia 123; Montana 122; California 119; New York, Illinois, Colorado each 115; Wyoming 113; North Dakota 111; Wash. 110.

In net Effective Buying Income per capita the leader is Nevada with $1,682, closely followed by the District of Columbia $1,678. The others among the ten leaders are: New York $1,632; Illinois $1,576; Montana $1,574; Connecticut $1,567; California $1,536; New Jersey $1,459; Rhode Island $1,445; Colorado $1,429.

The per family Effective Buying Income leader is District of Columbia with $6,141, followed by: New York $5,612; Connecticut $5,531; North Dakota $5,485; Nevada $5,277; Illinois $5,266; Montana $5,168; New Jersey $5,164; R. I. $5,099; S. D. $4,957.

THE 200 LARGEST CITIES AND COUNTIES

	Cities % of USA	*Counties % of USA*
Population	36.5817	54.5850
Effective Buying Income, net	48.1085	66.0347
Retail sales, total	51.7080	64.3092
Food store sales	48.1085	64.9691
General merchandise store sales	68.9941	74.8086
Drug store sales	52.2996	66.6295
Furniture-Household-Radio store sales	61.0959	72.1005

THE TOP TEN METRO. COUNTY AREAS

In Population (in thousands)

1.	New York-Northern N. J.	12,642.7
2.	Chicago	5146.7
3.	Los Angeles	4027.8
4.	Philadelphia	3456.1
5.	Boston	3078.2
6.	Detroit	3044.6
7.	Pittsburgh	2433.6
8.	San Francisco-Oakland	2186.0
9.	St. Louis	1677.2
10.	Cleveland	1490.1

In Effective Buying Income (000 omitted)

1.	New York-Northern N. J.	$21,567,146
2.	Chicago	9,098,302
3.	Los Angeles	6,744,461
4.	Philadelphia	5,458,149
5.	Detroit	4,616,374
6.	Boston	4,333,775
7.	San Francisco-Oakland	3,811,993
8.	Pittsburgh	3,495,680
9.	Cleveland	2,584,656
10.	St. Louis	2,447,951

In Retail Sales (000 omitted)

1.	New York	$12,382,973
2.	Chicago	5,594,130
3.	Los Angeles	5,036,243
4.	Detroit	3,426,299
5.	Philadelphia	3,220,738
6.	Boston	2,809,987
7.	San Francisco-Oakland	2,722,530
8.	Pittsburgh	2,077,976
9.	St. Louis	1,701,662
10.	Cleveland	1,603,646

THE TOP TEN CITIES

In Population (in thousands)

1.	New York City	8042.9
2.	Chicago	3715.0
3.	Philadelphia	2136.0
4.	Los Angeles	1958.9
5.	Detroit	1921.0
6.	Baltimore	975.0
7.	Cleveland	924.0
8.	St. Louis	920.4
9.	Washington	873.9
10.	Boston	815.0

In Net Effective Buying Income (000 omitted)

1.	New York	$14,236,438
2.	Chicago	6,690,715
3.	Los Angeles	3,853,156
4.	Philadelphia	3,759,552
5.	Detroit	3,067,837
6.	San Francisco	1,776,972
7.	Cleveland	1,633,208
8.	St. Louis	1,508,510
9.	Baltimore	1,506,419
10.	Washington	1,466,352

In Retail Sales (000 omitted)

1.	New York	$7,902,859
2.	Chicago	4,365,228
3.	Los Angeles	2,917,726
4.	Detroit	2,532,625
5.	Philadelphia	2,207,063
6.	Cleveland	1,293,263
7.	San Francisco	1,277,860
8.	St. Louis	1,165,144
9.	Baltimore	1,144,095
10.	Boston	1,108,748

LEADERS IN "% OF U. S. A. POTENTIAL"

	Cities		*Counties*	
1.	New York	6.6813	Cook, Ill.	3.9310
2.	Chicago	3.2812	Los Angeles, Cal.	3.3688
3.	Los Angeles	1.9577	New York, N. Y.	2.3315
4.	Philadelphia	1.7939	Wayne, Mich.	2.0664
5.	Detroit	1.6563	Kings, N. Y.	1.9435
6.	San Francisco	.8723	Philadelphia, Pa.	1.7939
7.	Cleveland	.8556	Queens, N. Y.	1.2509
8.	Baltimore	.7948	Cuyahoga, Ohio	1.2170
9.	St. Louis	.7927	Allegheny, Pa.	1.2002
10.	Washington	.7319	Bronx, N. Y.	1.0279

PHILIP SALISBURY
Editor

HOW TO MAKE MONEY WITH SALES MANAGEMENT'S FIGURES



Most sales and advertising managers will burn some midnight oil over this issue of Sales Management. WE won't add to your homework with a single new statistic. All we want to do is to present a simple idea which will help you to turn the opportunity into sales.

$ In eight whole states of the Union rural-minded customers are so numerous that Farm Journal not only makes more calls than any other national magazine—but makes more calls on more customers of more dealers.

$ In fact, rural-minded customers are both numerous and important in every state.

When you exclude a few big city counties Farm Journal makes more calls than any other national magazine in state after state.

$ Sales and advertising men agree that the salesmen—men or magazines—who make the most calls make the most sales.

Where rural-minded customers are most important Farm Journal makes more calls—outsells all other magazines.

Want to look into the facts?



Farm Journal

Graham Patterson, President

WASHINGTON SQUARE • PHILADELPHIA 5, PA.

The Greatest Selling Force in America's Greatest Market

Sales Management

1949 SURVEY OF BUYING POWER

The editors of SALES MANAGEMENT are proud to present this 20th in a series of *Surveys of Buying Power* which started in 1929. They believe that in every particular this is the BEST *Survey* — best in accuracy, best in completeness, best in arrangement.

It represents the combined efforts of the staff of SALES MANAGEMENT (not just the editorial staff but the advertising staff as well, for without the advertising you would have to pay at least $50 a copy), the "team" at Econometric Institute, Inc., which works on the *Survey* 275 days a year, and the Service Division of International Business Machines Corporation.

Here are a few high-lights and changes:

1. The planning (choice of subjects, etc.) was based not only on past experience, analysis of reader mail and interviews by editors with readers, but on the recommendations of a distinguished group of experts who comprise the *Survey* Board of Advisory Editors.

2. The method of population estimating has been further refined.

3. National percentage figures have been carried out to 4 decimal points instead of 3.

4. 39 new metropolitan county areas have been added.

5. Cities which represent a single market area (as for example Lewiston and Auburn in Maine) have been combined as multiple cities.

6. All cities are first listed alphabetically, preceding the state figures. This is for the convenience of subscribers who do not know the name of the county in which a given city is located.

7. Detailed employment and earnings data covering 1947 are provided for states, counties, and several important industries.

8. Summaries for leading counties and cities show the ones leading in a certain classification (food, for example) instead of being selected on a basis of their rank in population.

9. A leading market analyst, Richard D. Crisp, shows by the case history method precisely how to use the *Survey* to solve a variety of sales control and advertising problems.

10. Through a code-volume key readers can tell at a glance the relative importance of any city as a wholesaling center.

11. A code system is used to show the importance of farm income, one county as against another, and the "complexion" of a county can be determined at a glance by a percentage figure which shows the percentage of the total labor force which is employed on the farms.

12. All data in this *Survey* are on

HOW TO GET THE MOST FROM THE SURVEY

Your first impulse may be to turn to the state and city where you live—or where you were raised. *Please curb that impulse.* Find out first what each heading means, the source, the suggested uses. Then—and *only* then—will the Survey have maximum meaning and value.

1. **Pages 19 to 32, (commencing on this page) explain what each heading means, the sources, the limitations if any.**

2. **Next we suggest reading the Richard Crisp suggestions, starting page 40, on what the Survey can give you, *how* to apply it to a variety of common sales control and advertising problems. If you know in advance what you want to get out of the Survey, the detailed figures can be used more effectively.**

3. **On page 34 is an *analysis* of a *sample* city and county which illustrates the kinds of facts and comparisons which are available for *all* counties and leading cities.**

4. **If you are interested first in "spot" markets (state, county, city, metropolitan county areas) then study first these sections:**

	Starting Page
Marketing Pictographs	57
Summaries 200 leading counties	86
Summaries 200 leading cities	106
Summaries 178 metropolitan county areas	122
Industrial employment data	140
Summary all states and sections	138

5. ***Now* turn to the detailed county and city figures, starting with Maine, page 160, and you will find that they are more understandable.**

6. **There are two state-by-state indexes in this volume. The one in front is arranged by *districts*. The one facing the inside back cover is *alphabetical by states*.**

I.B.M. punched cards. For information write Econometric Institute, Inc., 500 Fifth Avenue, New York 18, New York.

13. The "% of state" figure has been dropped so as to provide for a new category of retail sales, and for carrying out U.S.A. percentage figures to 4 decimal points. This latter step is a big improvement, permitting as it does an accurate measurement for small counties. Instead of a figure .001, it now is possible to show the county in its proper .0007.

For those who wish to translate "% of U.S.A." figures into "% of State" the arithmetic is simple.

1. Put down the county (or city) "% of U.S.A. figure," and place the decimal two points to the right.
2. Look up the state "% of U.S.A."
3. Divide #1 by #2 and you have "% of State."

Example: the first county figure in the *Survey* county-city data section is Androscoggin, Maine. It has .0525 of the U.S.A. population. Move the decimal two points and it reads 5.25.

The state of Maine has .6160% of the U.S.A. population.

Divide 5.25 by .6160 and you get 8.5227 which is Androscoggin's percentage of Maine's population. Or, if it seems simpler, divide the city population by the state total.

14. The Board of Advisory Editors voted *unanimously* to discontinue the published estimates of *gross* Effective Buying Income, on the ground that only disposable income, or income after personal taxes, had any real meaning to sales and advertising executives. Consequently only the net figure is used this year.

15. Another addition, also made at the suggestion of the Board of Advisory Editors, is *per capita* Effective Buying Income. Readers now have their choice as a measuring stick of quality between per capita income and per family income.

16. *Addition of columns*: All county and city columns should add up to the state total, with the exception that this is not true where the symbol appears for information "withheld to avoid disclosure." SM has followed the Bureau of Census procedure in not making dollar estimates in civil units where less than three retail establishments are involved. The data which are thus "X'd" out are, however, included in the state totals.

THE ECONOMETRIC INSTITUTE, INC.

In any volume containing as many figures as the *"Survey of Buying Power"*—and calling for millions of computations to produce the final figures here published—some few errors are inevitable. These may be errors in estimating, errors in computing, errors in proofreading, errors in printing. The publishers of SALES MANAGEMENT have an intense and never satisfied desire to eliminate any and all such errors, and each year the ultimate goal of complete perfection gets a little nearer. This year, through having all computing work done by the Service Division of International Business Machines, Inc., we believe that computing errors have been reduced to (almost, at least) absolute zero.

Because the *Survey of Buying Power* has grown into such a monumental undertaking, constant staff work is necessary twelve months a year. Information on very large counties and cities which is available every month must be tabulated not only for the *Survey* but for the monthly SALES MANAGEMENT feature "High Spot Cities"; information about certain states, counties, and cities is available on a quarterly basis, for certain others, every six months. In order to obtain the proper perspective toward all states, counties and cities, constant tabulating and record keeping are required. The volume of this work has been, more and more each year, overtaxing the facilities in the SALES MANAGEMENT office, where many of the people who work on the *Survey of Buying Power* are also active in helping to turn out the other 25 issues during the year.

For this year's *Survey*, the publishers again engaged the Econometric Institute, Inc. on a special 12-month basis. This organization has had long experience in developing estimates of regional economic data and the editors believe that the *Survey* has gained greatly in reliability by joining the facilities of the two organizations in developing and refining the basic data on population, sales, and incomes.

During the past twelve months a special department of the Econometric Institute has devoted its full time to studying basic data material which is pertinent to the *Survey* estimates. These people, including economists, statisticians, and researchers have checked all available sources of information on the civil districts which are listed in the *Survey*. This included a particularly searching examination of 500 counties (and their principal cities) which collectively account for nearly 90% of the nation's retail sales and income . . . a considerable part of the time was given over to a searching study on sales tax returns for the 26 states plus New York City where sales taxes are imposed. This is a complicated job because in no state does the sales tax law correspond precisely with the definition of retail sales as set up by the Bureau of the Census and as used in this *Survey*. In the average state, for example, certain categories are omitted from imposition of sales taxes, such as foods and essential drugs. In that same state taxes are imposed upon service industries which are *not* retail sales according to the Bureau of the Census. Wholesale sales in some states are lumped with retail. In states where the tax is paid through stamps, leading chain stores are likely to have a policy of buying these stamps at divisional headquarters for distribution to retail units scattered through a number of counties. Where this is done the raw sales tax figures tend to overestimate the sales in the very large centers where their headquarters are located and to short change the counties and cities in adjoining areas.

SALES MANAGEMENT gathered from newspaper publishers, radio stations, and Chambers of Commerce, etc., in all important cities of the country factual up-to-date data on these communities and their trading areas. This information was turned over to Econometric Institute and has been of inestimable help in preparing the estimates.

Econometric and I.B.M. Personnel

The creation of the 1949 SALES MANAGEMENT annual *Survey of Buying Power* called on the full resources of the SALES MANAGEMENT staff, the Econometric Institute, under whose direction the basic estimates were developed, and the International Business Machines Corp., who were responsible for computations. The roster of economists, statisticians and technicians drawn upon by SALES MANAGEMENT and participating in various stages of the project include Dr. Charles F. Roos, Dr. Titus L. Podea, and Dr. Louis J. Paradiso, all officers of the Econometric Institute.

Dr. Jay M. Gould, ably assisted by Irving Scharf, set up the analytical procedures underlying the basic estimates, supported by Phoebe Bentley, Ted Dahl, Gloria Brandshaft and Edna Washington. For I.B.M. the calculating techniques were supervised by John Shiverick, assisted by Barbara E. Schroeder and Victor R. Castellano.

BOARD OF ADVISORY EDITORS

In 1947 because the *Survey of Buying Power* had grown to be a "national institution" the editors decided to ask a number of important users of the *Survey* to advise with them on coming issues. The group as now constituted is well balanced between technical experts and typical users among top company officials, sales, advertising, and research executives.

During the past twelve months these men were consulted through personal calls and through letters by SM editors.

The Board of Advisory Editors for this 1949 *Survey* is made up of the following men:

R. P. Bergan, General Sales Manager, National Carbon Company, New York; C. T. Burg, Vice President and General Sales Manager, Iron Fireman Mfg. Company, Cleveland; Dr. Franklin B. Cawl, Director of Research, Kudner Agency, Inc., New York; Stanley I. Clark, Vice President, the Centaur-Caldwell Div. of Sterling Drug, Inc., New York; H. D. Everett, Jr., Director, Marketing Research Department, Ford Motor Company, Detroit; Donald S. Frost, Director of Market Research, Bristol-Myers Company, New York.

Also Bernard Gould, Director of Market Research, Gillette Safety Razor Company, Boston; S. J. Hamilton, Jr., Sales Manager, National Distillers Corporation, New York; Carl H. Henrikson, Jr., Director of Research, J. M. Mathes, Inc., New York; Robert N. King, Director of Research, Batten, Barton, Durstine & Osborn, Inc., New York; R. M. McCreight, General Sales Manager, Jantzen Knitting Mills, Portland, Oregon; Herbert Metz, District Manager, Graybar Electric Company, New York.

And Nelson A. Miller, Chief, Marketing Division, Office of Domestic Commerce, Washington, D. C.; Ray B. Prescott, Research Consultant to SM and associated with the *Survey of Buying Power* for 18 years; Dr. Vergil D. Reed, Associate Director of Research, J. Walter Thompson Company, New York; Dr. Charles Roos, President, Econometric Institute, Inc., New York; C. I. Wood, Executive Vice President, Thomas J. Lipton, Inc., Jersey City.

Members of the Board advised SM editors on both the value and practical aspects of suggested data, and the best techniques for developing each series.

CIVIL UNITS INCLUDED

This year's *Survey* contains estimates for all states including the District of Columbia, plus special sections for Hawaii, Alaska, Puerto Rico, and the Dominion of Canada. The material is divided by the nine geographic districts used by the Government and data for each of the nine districts are provided on page 138 under the heading "Summary Of All Data By States And Sections."

All of the 3,072 counties are included.

Cities are selected on the basis of their retail sales volume rather than on population alone. Included are all cities which in 1939 had a retail sales volume of $4,000,000 or more, plus certain other cities such as Oak Ridge, Tenn., and the three atomic bomb cities in the State of Washington which either did not exist in 1939 or were relatively unimportant. In general the cities carry down to about 10,000 population, but from the marketing man's point of view a city of 10,000 with retail sales of $10,000,000 is more important than a suburban residential city of 20,000 population but with retail sales of only $2,000,000.

An identifying mark in connection with city names (▲) signifies that the city is a particularly important marketing area and is the center of a metropolitan county area as defined by the Bureau of the Census. In every case these are cities of 50,000 population and over.

Because many cities have passed the 50,000 mark since the 1939 Census, SALES MANAGEMENT on its own authority has added 39 metropolitan areas which are likely to be accepted by the government officially following the completion of the 1950 Census and a complete review of definition and concept of metropolitan areas. These areas are designated as "new metropolitan county areas" and bear the following identifying symbol: (◆).

All metropolitan county areas, old and new, are summarized commencing on page 122 and, immediately following, the same areas are ranked by population, total retail sales and Effective Buying Income.

A number of cities which are independent civil units, often separated by a state line or by a river, are really single units so far as marketing is concerned. The cities of Lewiston and Auburn in Maine are a good example. Certain of these "twins," accepted by the Audit Bureau of Circulation as multiple cities, are combined in this issue of the *Survey* under the heading, "multiple cities" and designated by the following symbol: (●).

At the end of every state where such multiple cities exist, a summary is given following the summary for metropolitan county areas. Certain of these cities did not have sales of $4,000,000 or more in 1939 and consequently do not appear in the county data, but special estimates have been made so that their population, sales and income are included with the city or cities which qualify for inclusion under the $4,000,000 rule.

POPULATION ESTIMATES, HOW DERIVED

Not until the 1950 population Census is taken and tabulated will it be possible to present anything like an accurate count of noses by civil divisions such as counties and cities. There have been no thoroughly reliable bench marks since the 1940 Census. Millions of our young men and women left their homes to enter service, other millions moved about during the war years, coming from farms and villages to city war plants; following the war there has been further shifting around and also a very rapid increase in population brought about by an unparalleled number of births.

Today the Government by a scientific sampling method can determine national and state populations with a reasonable degree of accuracy, but very little official data are available on county and city populations.

In preparing the population estimates, as of January 1, 1949, for this issue of the *Survey of Buying Power*, we began with official Census Bureau estimates of *civilian* population for the nation and all the states as of July 1, 1948. These figures were then projected for six months to January 1, 1949 on the basis of our knowledge of post-war population trends.

The bulk of the work done by SALES MANAGEMENT and Econometric, therefore, consisted of making estimates of population for counties and cities. Over the summer of 1948 the Econometric Institute carried out on behalf of SALES MANAGEMENT an intensive canvass of all Chambers of Commerce, postmasters and mayors

of all cities and towns listed in the *Survey*. These sources were asked to provide the best possible and most up-to-the-minute estimates of current civilian population both for the county and the municipal boundaries of their cities. These estimates were supplemented by follow-up checking in the cases where the responses were either late or in great variance of each other. They were then averaged and their reasonability evaluated in the light of other available sources of population data.

Last year, except for a few minor cases, the Census Bureau did not conduct any local population sample surveys such as those undertaken in April 1947 for some forty major metropolitan districts. However, considerable help was available in the form of post-war population studies made for some thirty-seven states by the following official state agencies:

Alabama: State Dept. of Health, Bureau of Vital Statistics
Arizona: Valley National Bank of Phoenix
Arkansas: Economic Council, State Chamber of Commerce, Arkansas Resources and Development Commission
California: Reconstruction and Reemployment Commission, California Taxpayers' Association, California State Chamber of Commerce
Colorado: State Department of Health, Statistics & Records Division
Connecticut: State Dept. of Health, Bureau of Vital Statistics, Connecticut State Development Commission
Delaware: State Board of Health
Florida: Commissioner of Agriculture
Georgia: State Dept. of Health, Bureau of Vital Statistics
Idaho: State Dept. of Health, Bureau of Vital Statistics
Illinois: State Dept. of Health, Division of Vital Statistics & Records
Indiana: Economic Council, State Board of Health, Division of Public Health Statistics
Kansas: Board of Agriculture
Kentucky: State Board of Health, Division of Vital Statistics
Louisiana: State Board of Health, Division of Public Health Statistics
Maryland: State Dept. of Health, Bureau of Vital Statistics
Massachusetts: Dept. of Labor and Industries, Division of Statistics
Michigan: Dept. of Health, Bureau of Records and Statistics
Mississippi: State Board of Health
Missouri: Dept. of Public Health and Welfare, Division of Health, Section of Statistics
Montana: State Board of Health
Nevada: State Dept. of Health, Division of Vital Statistics
New Hampshire: State Dept. of Health, Division of Vital Statistics
New Jersey: State Dept. of Health, Bureau of Vital Statistics, Dept. of Economic Development
New York: State Dept. of Health, Office of Vital Statistics



New Mexico: Bureau of Business Research, University of New Mexico
North Dakota: State Dept. of Health, Division of Vital Statistics
Oklahoma: Bureau of Business Research, University of Oklahoma, Oklahoma Planning and Resources Board
Oregon: Bureau of Business Research, University of Oregon, State Board of Health, Division of Vital Statistics
Pennsylvania: State Planning Board, Pennsylvania Dept. of Commerce
Rhode Island: Dept. of Health, Division of Vital Statistics
South Carolina: State Board of Health
South Dakota: Business Research Bureau, University of South Dakota, South Dakota State Historical Society
Tennessee: Dept. of Health
Vermont: State Development Commission, Bureau of Research & Planning
Virginia: Bureau of Population and Economic Research, University of Virginia
Washington: State Census Board, State Dept. of Health, State Dept. of Social Security

County and City Estimates

The county and city estimates provided by these agencies are in most cases the product of careful studies of post-war school records, vital statistics and actual population. These estimates were first converted by SM-Econometric into percentages of the total state population figures used by these agencies. These percentages were then applied to accepted estimates of state populations as of January 1, 1949, as projected from Bureau of the Census estimates of state populations. The resulting county and city populations estimates (now geared to January 1, 1949) were used to judge the reasonability of the average figure obtained from local sources.

Further checks were provided, expressly for states in which no post-war state-wide population study was available on a county basis, by comparison with 1949 projections of county population, based on the 1943 ration book count, which still remains a surprisingly good indicator of wartime population shifts within states. SM was also able to draw upon the regional files of the Econometric Institute which contained a large collection of statistical data, painstakingly built up over the past ten years, which provided further opportunities for evaluating local population movements.

Of the 3,072 counties making up the total for the United States, the largest 500 account for roughly 90% of sales and income. For each of these 500 counties, elaborate records have been compiled by the Econometric Institute, tracing the annual course of population, sales and income back to 1935. These back series, constantly supplemented and refined by the accretion of new information constitute the basis for projecting the estimates for the current year.

Having established state totals for population, sales and income, and estimates for key counties and current local estimates for all cities, each state was then considered separately and the residuals were allocated among the remaining (mainly rural) counties on the basis of 1939 Census relationships.

Subscribers who need population estimates for such divisions not covered in this *Survey*, or estimates of *Survey* counties and cities but covering a different period, should write to Econometric Institute, Inc., 500 Fifth Avenue, New York, N. Y. This organization is equipped to prepare estimates based upon the same techniques and sources as used in this SM *Survey*.

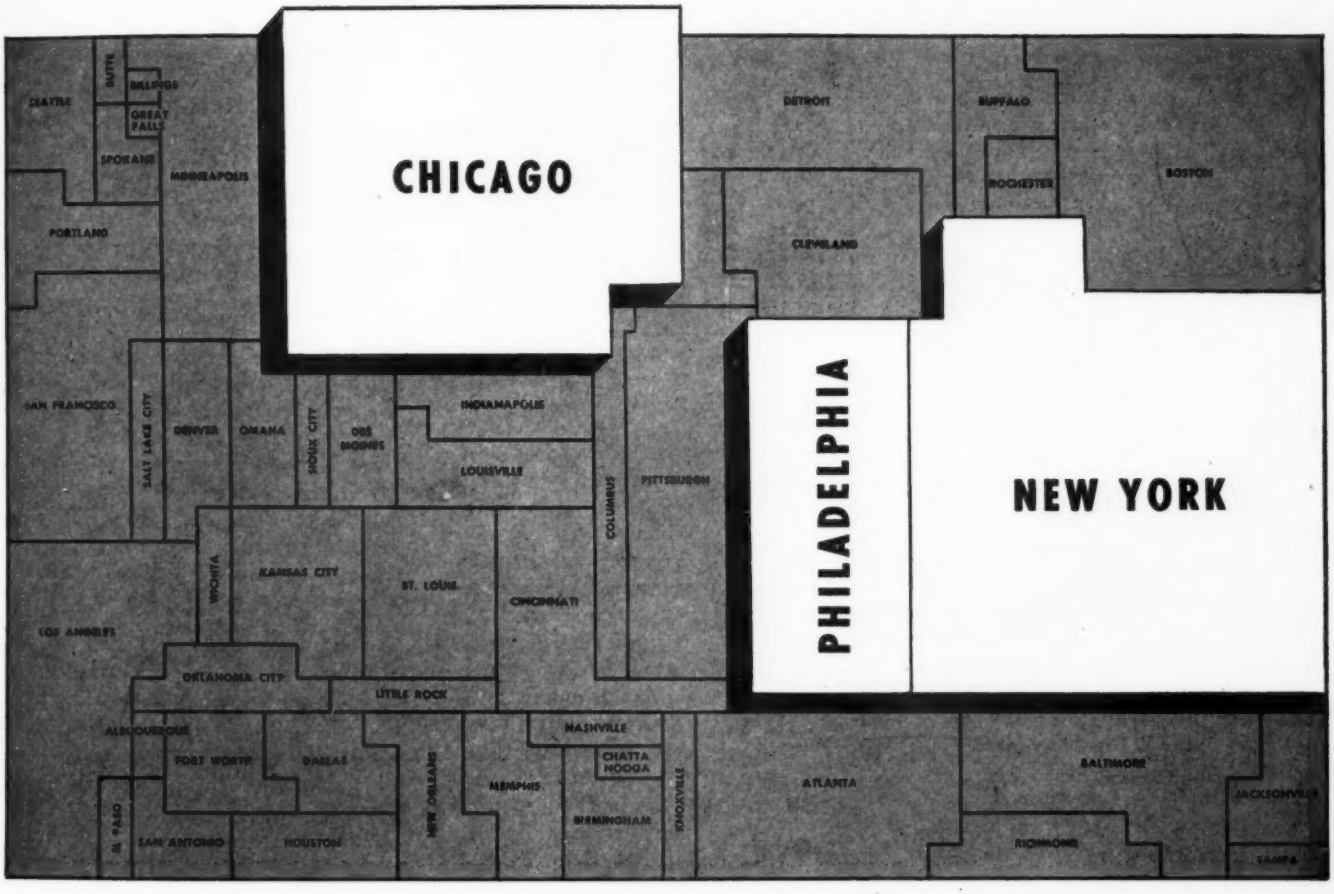
New Definition of "Family"

Readers will note a considerable expansion in the number of families. This is brought about, in large measure, by making the *Survey* definition conform to the Census Bureau definition of "private household."

A private household includes all the persons who occupy a house, an apartment or other group of rooms, or a room that constitutes "separate living quarters." It includes the related family members and also the unrelated persons, if any, such as lodgers, servants or hired hands who share the living quarters. A person living alone, or a group of unrelated persons sharing the same living accommodations as partners is counted as a household.

MAJOR RETAIL TRADING AREAS

*Proportioned to retail sales**



In the FIRST 3 MARKETING Areas of NEW YORK, CHICAGO and PHILADELPHIA that produce ⅓ of all the U. S. Retail Sales, FIRST 3 MARKETS GROUP reaches OVER ½ of all the families. Every Sunday a circulation of OVER 7,400,000. Here's a SUNDAY PUNCH for your Advertising Schedule.

**1941 Retail Sales*

THE GROUP WITH THE **SUNDAY PUNCH**

FIRST 3 MARKETS GROUP

NEW YORK SUNDAY NEWS
CHICAGO SUNDAY TRIBUNE
PHILADELPHIA SUNDAY INQUIRER

Rotogravure • Colorgravure
Picture Sections • Magazine Sections

News Building, 220 East 42nd Street, New York 17, VAnderbilt 6-4894 • Tribune Tower, Chicago 11, SUPerior 0044 • 155 Montgomery Street, San Francisco 4, GArfield 1-7946

RETAIL SALES, 1948 ESTIMATES.

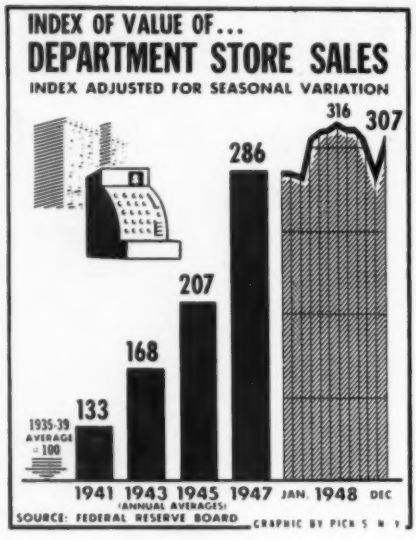
County figures are arranged alphabetically by states, and cities are indented, with city figures in lighter type. The estimates are for retail store sales *only,* and do not include services, amusement, utilities, etc. Included are the precise categories covered by the Bureau of the Census in its Census of Business, the most recent being for the year 1939. Immediately following the county and city listings is a summary of metropolitan county areas and multiple cities if any. There are 139 metropolitan county areas defined by the Bureau of the Census, and SM has added 39 more. The *Survey* does *not* give information for so called "metropolitan *districts.*" These areas, as defined by the Bureau of the Census, follow township lines. Radiating out from large cities, they include all contiguous townships which have a population density in excess of 150 persons per square mile. Very few sales organizations find it either necessary or desirable to break their sales down to a township level; the time and expense involved in such an allocation is out of proportion to the possible benefits.

The *national* estimates of both retail sales and personal income are the basic responsibility of the Department of Commerce. SALES MANAGEMENT starts where this Government body leaves off, and breaks the national income down by sections, states, counties and cities. While the Department of Commerce makes annual state estimates of income, it makes only a *national* estimate for retail sales.

Since 1929 SALES MANAGEMENT has steadily perfected its techniques for breaking retail sales down to the smaller civil districts and this year, with the aid of the Econometric Institute, Inc., it has been able to utilize sales tax data from 26 states and the city of New York.

Sales tax data cannot be used "in the raw." First, the data for sales tax states must be adjusted to comparable bases, for there are great differences among these states with respect to tax rates and coverage. For each state it was necessary to trace the year by year changes in tax collections, excluding from consideration all activities not covered by the U.S. Census Bureau's definition of retail trade, such as service trades, wholesaling, utilities, amusement industries and the like. Allowances had to be made for changes in the tax law or the tax rate over the period.

The cumulated percentages changes over the years were then applied to the basic 1939 Census retail sales total to yield the estimates of sales in 1947 for the tax states, which in turn could be used, to some extent, to throw light on the volume of sales in non-tax states. For example, certain typical statistical relationships emerged between sales and income, and sales and population, within sales tax states which could be applied to other non-tax states of a similar economic character within the same regions. These results were then checked against other regional sales indicators such as the Department of Commerce monthly survey of the sales of independent retailers, the Federal Reserve Board's monthly tabulation of bank debits, the Federal Reserve Board's monthly reports of department store sales, available for a limited list of large cities.



The Sales Tax States

The 26 sales tax states are printed in a footnote on this page.*

The reports mentioned immediately above are of major assistance in determining the proportion of a state's sales to be allotted to the various counties and cities. In the case of sales tax states, collection figures by counties could be used as a cross check against estimates arrived at through the use of such indicators of regional sales as the Department of Commerce's estimates of independent retailers, bank debits (an extremely good indicator), and Federal Reserve reports of department store sales. Preliminary estimates were checked against relationships between state and county as shown by the 1939 Census, and with population changes. These many checking operations have resulted in refinements which enable us to show a variety of reasons for every significant figure.

Some of the changes over last year's figures represent correction of errors and, therefore, are more apparent than real. Analysis of sales tax and other data has in some cases forced us to make some downward revisions in certain areas, upward revisions in others. All of the basic estimating has to be done before the calendar year has come to a close and, for example, where sales tax data are used it is necessary to project them from nine or ten months. Sometimes important changes take place at the end of the year as a result of crop failures or other unpredictable happenings, and in the following year it is necessary to revise some of the previous estimates.

It should not be inferred therefore, that all changes over last year necessarily represent downward or upward *trends;* in part they must always reflect the kind of basic revision required in the interest of constant improvement of the basic data.

Categories of Retail Sales

The first column under retail sales is "Dollars in Thousands" followed by "% of U.S.A." Similar percentage figures are given for population and Effective Buying Income, so that users of the *Survey* can see at a glance both the quantity (dollars) and the quality (percentages) factors of a given county or city or as between counties and cities.

"Percent of state" figures have been eliminated this year, but readers can develop these by the simple method described in item 13 concerning Highlights and Changes in the current *Survey,* on Page 20.

A new category has been added to the retail store classification this year, one covering the Furniture-Household-Radio group. This was added at the suggestion of several members of the Board of Advisory Editors. For the 1950 book it is possible that Automobile sales will be resumed after the wartime and post-war lapse. Your editors felt that new car sales would be valueless as a market index so long as automobiles were being marketed on an allotment basis.

* Sales tax data are available from the following states: Alabama, Arizona, Arkansas, California, Colorado, Connecticut, Illinois, Indiana, Iowa, Kansas, Louisiana, Maryland, Michigan, Mississippi, Missouri, New Mexico, New York (city), North Carolina, North Dakota, Ohio, Oklahoma, Rhode Island, South Dakota, Utah, Washington, West Virginia, Wyoming.



NEW WORLD DISTANCE RECORD

FOR LIGHT PLANES
SET BY

CAPTAIN BILL ODOM

AND HIS

BEECHCRAFT BONANZA

MARCH 7-8, 1949



HONOLULU — *Non-Stop To* — TETERBORO

4957.24 **MILES**
OFFICIALLY ACCREDITED GREAT CIRCLE DISTANCE

DISTANCE ACTUALLY FLOWN (Over water, 2474 miles — Over land, 2799 miles.)	5273 Miles
TIME EN ROUTE	36 Hrs., 2 Min.
TAKE-OFF WEIGHT	3858 Lbs.
GAS: Carried	288 Gals.
Used	272.25 Gals.
Remaining	15.75 Gals.
OIL: Carried	7.5 Gals.
Used	1.5 Gals.
Remaining	6.0 Gals.
EXTRA DISTANCE POSSIBLE ON FUEL UNUSED	372 Miles
AVERAGE GROUND SPEED, distance flown	146.3 MPH
AVERAGE MILES PER GALLON, distance flown	19.37 MPG
AVERAGE GALLONS PER HOUR	7.56 GPH
TOTAL COST OF GAS AND OIL	$75.00

Apply Bonanza Transportation to your business
Company ownership of this fast, *quiet* plane turns travel days into travel *hours*—time saved you can put to *profitable* use. Investigate! A note on your company letterhead will bring an informative 60-page brochure on "The Air Fleet of American Business." Write today to Beech Aircraft Corporation, Wichita, Kansas, U.S.A.

Top speed, 184 mph
Cruising speed, 170 mph
Range, 750 miles

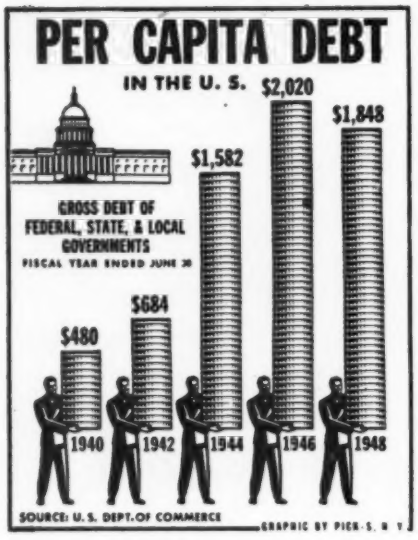
BEECHCRAFT
BONANZA
MODEL A35

BEECHCRAFTS ARE THE AIR FLEET OF AMERICAN BUSINESS

Types of Retail Stores Covered

The types of *stores* included under Food, General Merchandise, Drugs, Furniture-Household, and Radio are those used by the Bureau of the Census. The following tabulations show the kinds o fstores and also give the breakdown of the contribution which each made to the grand total in the Census year of 1939. This information is provided so that the subscribers may tell at least approximately how important each type of store may be. For example, a reader, just as we were going to press, called up to ask what percentage department store sales made up of the General Merchandise total. We told him that the only information available was from the 1939 Census and that he would have to assume that current percentages would be similar. All figures are in thousands of dollars.

1939	
FOOD GROUP	**10,164,967**
Grocery Stores (without meats)	2,225,435
Combination Stores	5,496,318
Dairy Products Stores	142,728
Milk Dealers	597,283
Meat Markets	700,243
Fish Markets	50,554
Candy & Nut Stores	40,200
Confectionery Stores	255,100
Delicatessen Stores	132,365
Fruit and Vegetable Stores	222,239
Bakeries, Caterers	168,027
Egg & Poultry Dealers	63,350
Other Food Stores	71,125
GENERAL MERCHANDISE GROUP	**5,665,007**
Department Stores	3,974,998
Dry Goods Stores	229,286
General Merchandise Stores with Food	112,108
General Merchandise Stores (others)	371,814
Variety Stores	976,801
DRUG STORES	**1,562,502**
Drug Stores with fountain	1,205,241
Drug Stores, others	357,261
FURNITURE-HOUSEHOLD-RADIO GROUP	**1,733,237**
Furniture Stores	973,157
Floorcovering Stores	58,618
Drapery, Curtain, Upholstery Stores	15,843



China, Glassware, Metalware Stores	21,821
Interior Decorators	27,930
Antique Shops	17,743
Other Home Furnishing Stores	84,772
Household Appliance Dealers	294,518
Radio-Household Appliance Stores	190,180
Radio Stores	22,901
Radio-Musical Instrument Stores	25,774

Included in the General Merchandise Group are both the mail order departments and the retail stores of the big Chicago companies. Since none of these companies is willing—or perhaps able—to give a detailed break-down of its mail order sales, the General Merchandise total in certain cities is swollen by this mail order business. Certain cities, particularly Chicago, also have bloated General Merchandise sales in the 1939 Census. Since that time all of the mail order companies have decentralized their operations by opening up more and more branch warehouses. Although no official figures are available, SALES MANAGEMENT editors have reason to believe that about one-fourth of the mail order business of both Sears Roebuck and Montgomery Ward is handled from Chicago. The balance of the Montgomery Ward mail order business is filled from warehouses in Albany, Baltimore, Kansas City, Fort Worth, St. Paul, Denver, Portland, Oregon and Oakland; similar Sears Roebuck branches are in Philadelphia, Boston, Kansas City, Minneapolis, Atlanta, Memphis, Dallas, Seattle, Los Angeles and Greensboro, North Carolina.

It may be well to point out again that both the Bureau of the Census and the SM *Survey* report on *store* sales only, and not by *commodities*. The Drug Store figures, for example, do not include the sales of drug items in department stores, super market or other stores that may sell some drugs or toilet goods as a sideline.

In 1948 the retail sales were about 69% of net Effective Buying Income, but this relationship varies from state to state, county to county, and city to city depending on such factors as the trading radius of a community, the size of the average family income, the savings habits of the people. Some counties, and *many* cities, have retail sales which are greater than the net Effective Buying Income. This seldom means that the people in those communities are living beyond their income. Almost always it means that they draw retail trade heavily from a wide outside area.

WHOLESALE SALES

There have been no bench marks of Wholesale sales since the 1939 official Census, and in the judgment of SALES MANAGEMENT editors and officials of Econometric Institute, Inc., *precise* estimates of current Wholesale sales are impossible. Rather than make estimates which might have a wide margin of error they have adopted a simple code system which shows at a glance the *relative* importance of a city in Wholesale sales but does not attempt to show dollars and cents figures.

The major part of the nation's wholesale business is transacted in 125 cities which have wholesale sales in excess of $250,000,000 a year. These are the cities classified as code letters A to D inclusive.

The code letters under the classification Wholesale Sales are to be interpreted as follows:

Code Letter	Volume Code (Million $)
A	over 2,500
B	1,000 - 2,500
C	500 - 1,000
D	250 - 500
E	100 - 250
F	50 - 100
G	25 - 50
H	Under 25

EFFECTIVE BUYING INCOME, SM ESTIMATES 1948

Although our national income gains started to taper off in the latter half of the year 1948, the revised tax bill made it possible for people to keep more of the dollars they earned, and for the year as a whole the gain in *net* income was roughly 10%.

You are taking STEP 1 toward "Ditch-Digging" Advertising Reg. U.S. Pat. Off.

"Ditch-Digging" Advertising begins with locating your best prospects. You're taking <u>that</u> step whenever you use SALES MANAGEMENT's Survey of Buying Power.

<u>But</u>, <u>unless you take three other steps, too, you won't get "Ditch-Digging" Advertising that sells by helping people buy</u>!

"Ditch-Digging" Advertising is the "machine tool" of selling. To fit properly into your plan for the production of profitable orders, it must be soundly based on thorough study of all the factors that promote or deter low-cost selling.

Here are the other three steps that make "Ditch-Digging" Advertising so effective a selling force:

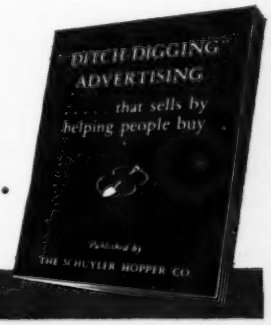
<u>Step 2</u>: Find out the viewpoints, prejudices, and confusions that cloak your product in the eyes of your customers and prospects. Do you know - for sure - <u>what</u> they think and <u>why</u> they think it, <u>today</u> - now that they have a free choice?

<u>Step 3</u>: Then (and only then) determine <u>what to say</u> to improve those viewpoints; to reduce prejudices and confusions that obstruct low-cost selling.

<u>Step 4</u>: Use Steps 1, 2, and 3 to define <u>what tools to use</u> for telling the right story to the right people at the right times: magazines, newspapers, radio, direct mail, display, or whatever other mechanical means of transmitting ideas and information may be indicated.

Those are the basic procedures in creating advertising that helps people buy <u>your</u> products in a buyer's market - "Ditch-Digging" Advertising.

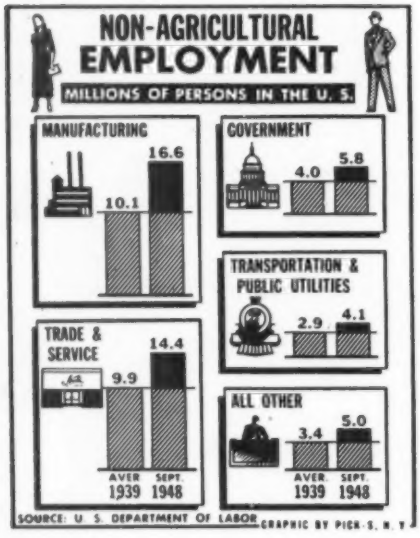
We've outlined this approach to buyer's market advertising in a little 20-page booklet called, "'Ditch-Digging' Advertising That Sells by Helping People Buy." (Reg. U.S. Pat. Off.) We'll gladly send a copy - no obligation, of course - to any sales executive interested in matching selling and advertising to buyer's market requirements.

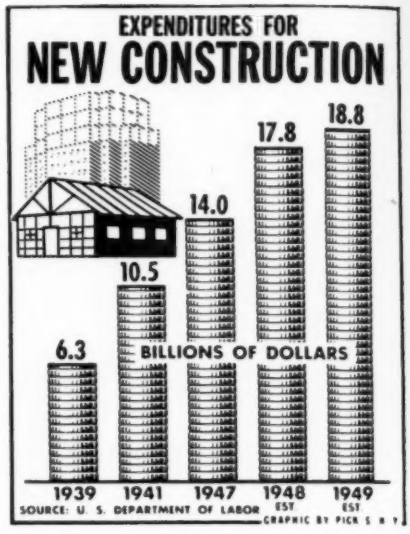


THE SCHUYLER HOPPER CO.

12 East 41st Street, New York 17, N.Y. • LExington 2-1790

"'DITCH-DIGGING' ADVERTISING THAT SELLS BY HELPING PEOPLE BUY"





The SM estimates follow the new concept used by the Department of Commerce as developed in the summer of 1947. This figure includes an estimate of the imputed rent on owner-occupied dwellings, both urban and rural.

Readers interested in the complete explanation of the Government reporting method on income should send 25¢ to the Superintendent of Documents in Washington, care Government Printing Office, for a copy of the special report "National Income and Products Statistics of the United States." This report contains revised tables and charts covering the years 1929 to 1946 inclusive.

Included Under Income

The first column under the heading "Effective Buying Income" shows in thousands of dollars the net Effective Buying Income for the year 1948 from all sources, including:

Wages
Salaries
Dividends
Interest
Government Payments
All Miscellaneous Sources of Income

This income figure is for *income paid out,* (plus certain imputed income such as rents on owner-occupied homes) and the national and state totals are based on preliminary estimates of the Department of Commerce of *gross* national income. The total does not include payments to our armed forces overseas since we are concerned exclusively (as in the case of population and sales) with the domestic economy.

This gross figure for each state is then discounted by a percentage figure derived from information available through the Bureau of Internal Revenue on income tax receipts, plus other information available through states where income taxes are imposed.

What remains after this subtraction of personal taxes is net Effective Buying Income, or *disposable* income.

In breaking the state income down by counties and cities, percentage figures are used which are based upon known relationships between the county and state (city and state, city and county) including such factors as retail sales, income tax returns, bank debits, population changes, etc.

It is not possible to secure reliable data on Federal income tax payments by counties and cities. Only state figures are available, and the assumption has to be made that the percentage paid by the state as a whole is applicable to all counties and cities. Common sense reasoning tells us that deductions should be greater for the large, highly industrialized areas and smaller for farm and rural areas, but no formula for making these logical adjustments is possible from available data. The impact of personal taxes varies considerably by states. Such taxes take only 5.5% of gross income in Mississippi, but account for 27.1% in Delaware. The national average is 11.5%. In general, the heaviest deductions, both in dollars and percentage, fall in the high-income states.

The further refinements—"% of U. S. A.," "E. B. I. per capita," "E. B. I. per family," are, of course, based on the net income figure. Both the per capita and per family figures are straight arithmetical averages derived by dividing the total net Effective Buying Income by the number of individuals and the number of families.

The Averages Are Arithmetical

In probably the majority of counties, little difference would be found between an arithmetical and a median average. *Relatively* they would be similar. But in many other counties great differences would be found. Let's say that a county has 10,000 families and a total net E. B. I. of forty million dollars. This works out to an arithmetical average of $4,000 per family. It is possible, however, that 5 families have a total income of two million dollars; 100 others a total income of another two million dollars; 1,000 others a total income of $7,500,000, leaving $28,500,000 for the remaining 8,895 families, or an average for them of $3,024.

The per family figures must, therefore, be interpreted with caution, and with the recognition that they are averages for *all* families, some with much higher incomes, some with lower.

SALES MANAGEMENT would like to be able to provide you with a *median* average income figure, or groupings to show the number of families within the conventional standard income groups, but to date they have been unable to secure reliable measuring rods for *states, counties* and *cities.* Experimentation along these lines is under way, however, and some progress is being made.

The percentage figures by counties and cities on net E. B. I. are designed for comparison with similar percentages for population and retail sales, so that subscribers can get the answer quickly to three vital questions: how *many* people, how *much* they spent, how much they *might* have spent.

Some subscribers, particularly research men and other technicians, may be left unsatisfied by the above description of how SALES MANAGEMENT makes its annual estimates. We regret that we cannot take them through each step and process.

To SALES MANAGEMENT the formulae and technique used in making these estimates for the annual *Survey of Buying Power* are an important and valuable stock in trade which must be safeguarded. Just as Macy's doesn't tell Gimbel's, just as P & G doesn't tell Colgate, so SM must refuse to tell *all* its secrets.

Estimates of Farm Income

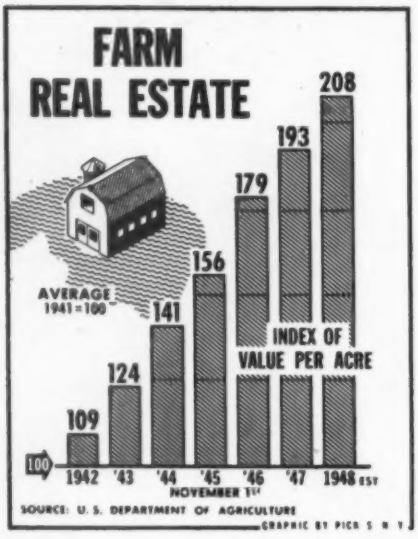
While state by state estimates of gross farm income are given in this *Survey* through both pictographs and tables, the decision was made to discontinue the practice of estimating farm income by counties on a dollar



The best advertising is usually
a mutual effort—
generated when the agency's ability
is sharpened by the client's.

YOUNG & RUBICAM, INC. ADVERTISING

New York Chicago Detroit San Francisco Hollywood Montreal Toronto Mexico City London



basis, except for the table on the leading 200 counties. Experience shows that farm income is the most difficult of all to *project,* and only after a calendar year is completed and all the figures are in, can an accurate breakdown be made.

This is attributable largely to changed estimates of the prices received from farm and livestock marketings and also the effects of droughts, floods, freezing and the like.

Therefore; SALES MANAGEMENT has decided that the best interests of its readers will be served if no attempt is made to make precise estimates of farm dollar income by counties. But whether a subscriber may be interested in the farm community as such or only in the urban portion of a county, the information given in this year's *Survey* tells him at a glance the *complexion* of the county.

Under the "Farm" heading readers will find two divisions: the first, "Volume Code," shows the approximate value of farm income, based on gross dollars. The code is as follows:

Code Letter	Volume Code $ Millions
A	25 and up
B	10 - 25
C	7.5 - 10
D	5.0 - 7.5
E	2.5 - 5.0
F	1.0 - 2.5
G	0 - 1

The second division is headed, "% of Labor Force" and it shows as of the 1940 Census, the percentage of the county labor force engaged in farming operations. This includes both farm operators and hired help. There have been changes in the relationships since 1940, but it is unlikely that any shifts have completely changed the economy—from farming to industrial, or vice versa. Thus the complexion of a county may be seen quickly. If it has a high percentage engaged in farming operations—50% or over, let us say—it may be taken as predominantly agricultural. If such a high figure is combined with a high code letter such as A, B or C, we have positive evidence that it is an *important* agricultural county. If, on the other hand, a county has a code letter such as F and a small percentage figure—let us say 20 or less—it is obvious that the dominant economy in the county is trade and industry, *not* agriculture.

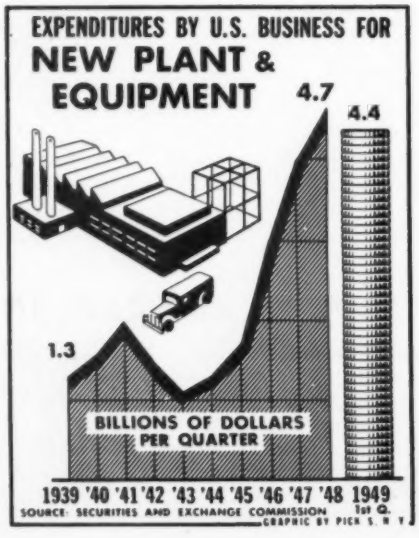
SALES-ADVERTISING CONTROLS

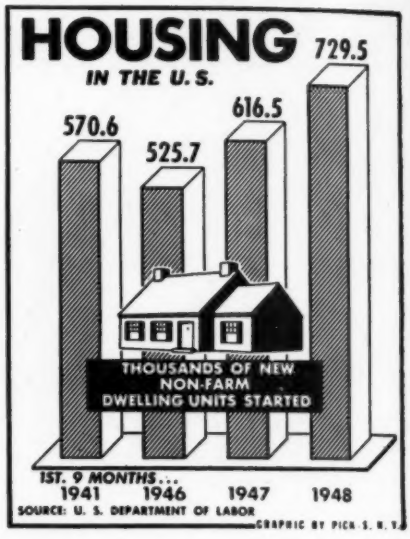
The column headed "% of U. S. A. Potential" is designed as an over-all index for use in setting sales quotas and advertising appropriations.

It is a weighted index and includes Effective Buying Income, retail sales and population.

The number of people, their buying habits, and the amount of money they have to spend are each important in setting sales quotas and allocating advertising appropriations, but for the great majority of products no single feature is an accurate guide. Perhaps we were all *created* equal but we are not equal when we reach the buying stage; neither do we buy all of our merchandise in the same towns in which we live—and millions of us live on farms far away from towns.

As a result of a great deal of study and experimentation, and after checking tentative conclusions with actual sales records of many SM subscribers, the editors perfected a balanced "% of U. S. A. Potential" which assigns





5 points to "% of U. S. A. Effective Buying Income," 3 points to "% of U. S. A. Retail Sales," and 2 points to "% of U. S. A. Population."

This "% of U. S. A. Potential" figure can be used without change by national marketers in setting up sales quotas on a fair and equitable basis, in dividing up sales territories, in setting realizable goals for distributors; by advertising agencies, and by advertising departments in breaking down their appropriations and in deciding where to put the added pressure.

Those organizations that do not distribute nationally but operate on a sectional basis can use the figures with a slight modification. Let's suppose that such a manufacturer operates in a dozen states and the combined "% of U. S. A. Potential" of these 12 states, as shown in the page headed "Summary of All Data by States and Sections," is 25% of the national total. Since this is one-fourth of the U. S. A. potential, he should multiply the "% of U. S. A. Potential" for each county in his section by four.

Many alert sales organizations use these potential figures in their sales training and promotional work with important distributors and dealers *but the editors suggest that all national figures be reduced to a local level.* The distributor in Richmond, Va., can't see the counties in his territory as a percentage of the *national* total, but it is very easy to reduce them to an understandable figure. Let's assume that this distributor has 5 counties in his territory. The potentials for each of those counties will be found in the State Section.

A typical set-up follows. The first column shows the "% of U. S. A. Potential" from this volume, and

BUYING POWER IN THE SOUTH

Judged on performance, families in the 15 Southern Agriculturist States are today's most responsive market for major electrical appliances. The strength of this market is revealed by the 1948 sales figures at the right.

It is significant that these families are located in the 15 Southern Agriculturist States:

- ✓ WHERE cash farm income has increased three fold in eight years;
- ✓ WHERE two of every three farms in the United States electrified during 1948 are located;
- ✓ WHERE 1,308,770 farms have been electrified during the past eight years, to bring the total of electrified farms for these states to 1,907,900 by the end of 1948.

1948 SALES FIGURES OF FIVE MAJOR ELECTRICAL APPLIANCES

per 1,000 families served by central power line

	15 Southern States	Balance of U. S.
Refrigerators	108	98
Ranges	38	25
Water Heaters	23	15
Home Freezers	14	9
Washers	93	61

Compiled from 1948 sales figures in January 1949 issue of "Electrical Merchandising."

ADVERTISING POWER IN THE SOUTH

Southern Agriculturist 1,104,737 circulation exceeds that of any other monthly or weekly A.B.C. magazine, urban or rural, in the 15 Southern States. Each issue of Southern Agriculturist is delivered to more homes in these states than the combined subscription and newsstand delivery of any other magazine.*

Southern Agriculturist's circulation has topped all farm magazines for 36 consecutive months, and topped all A.B.C. magazines for 12 consecutive months, in the 15 Southern States. 1,104,737 net paid circulation for December, 1948.

*Standard Rate and Data Service, March, 1949

SOUTHERN AGRICULTURIST'S "TOP MILLION" FARM FAMILIES

offer advertisers the largest single reading group in the South.

FIRST IN CIRCULATION

FIRST IN RATE ADVANTAGE

FIRST IN CONSUMER VALUE



SOUTHERN AGRICULTURIST ★ ★ ★ "Sells the New South"

Nashville • Atlanta • Los Angeles • New York • Chicago

the second column is the figure which results from using the total of the 5 counties (.797) as the base, 100:

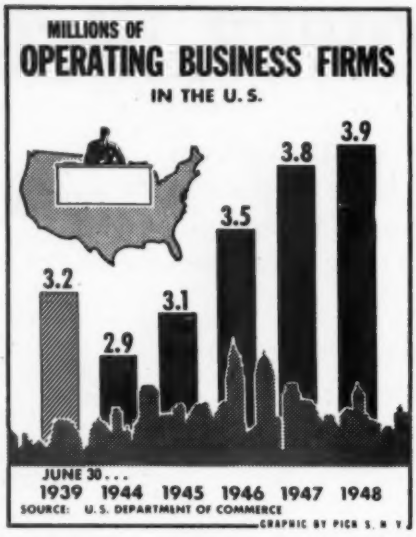
County	% of U.S.A. Potential	Localized County %
A	.0460	5.77
B	.5420	68.00
C	.1220	15.31
D	.0200	2.51
E	.0670	8.41

That distributor can't visualize County B as producing .5420% of the nation's total, but he can see it as having 68% of *his* territory's volume.

While the weighted "% of U. S. A. Potential" seems to work out satisfactorily on a wide variety of products, it is quite possible that it may not be as perfect to you as something else might be. For example, if yours is a very low-priced, mass-consumption product, perhaps population alone is the best index of buying opportunity. If your product is sold exclusively through drug stores, then possibly drug store sales alone will be best. In that case, you will have to develop percentage figures. Or it may turn out that through experimentation you will find that the same elements which we use in "% of U. S. A. Potential" (population, retail sales, effective buying income) should be put together on a different weighted basis, such as 3 points for income, 5 for retail sales and 2 for population. Only through experimentation and checking with your own past records and records for your industry, can you determine the most practical index.

Quality of Market Index

The last column, called "Quality of Market Index," is a measure of the purchasing ability of each county and city as compared with the nation. It is constructed by dividing the "% of U. S. A. Potential" by "% of U. S. A. Population." The U. S. A. of course is the base, 100. This index is designed as a handy guide to sales and advertising managers who are considering intensive campaigns in a restricted list of above-average counties. Those counties and cities which have an index figure markedly higher than that of the nation (100) or higher than other counties and cities in the state or geographic area, are likely to be the ones where intensified promotional campaigns will bring the greatest returns. Note, however, that it is an index of *quality* but not quantity.



The Quality of Market Index should be used only in connection with other columns, *not independently*. Otherwise, undue emphasis might be placed on counties and cities which are high in quality but weak in quantity.

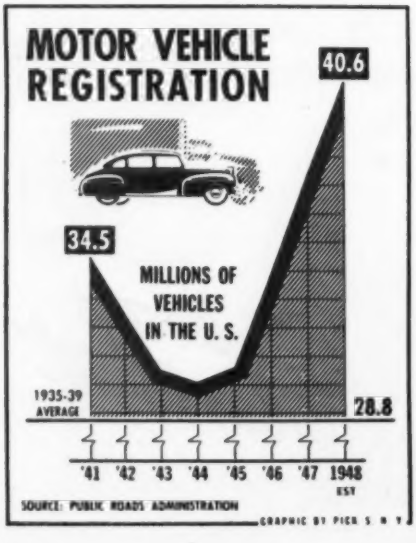
Suggested Uses for This Survey:

1. Advertising

(a) Allocating by districts.
(b) Checking media circulations against income and sales.
(c) Servicing agency accounts.
(d) Determining markets for intensive cultivation.
(e) Selecting test cities.
(f) Adjusting advertising quotas to sales results.
(g) Selecting cities for special spot radio and newspaper campaigns.

2. Market Planning

(a) Determining market potentials.



(b) Setting quotas for a new product or industry.
(c) Checking relative merits of distributors.
(d) Setting territorial quotas.
(e) Furnishing spending power data to dealers.
(f) Determining markets for test of new products or plans.
(g) Appointing exclusive distributors.
(h) Measuring progress or retrogression of specific areas.
(i) Planning expansion programs.
(j) Synchronizing production to absorptive power of the market.

3. Handling the Individual Salesman

(a) Setting sales quotas.
(b) Checking salesmen's results against potentials.
(c) Offsetting salesmen's and distributors' alibis and hard luck stories.
(d) Revamping salesmen's route lists.
(e) Selling the salesmen on their territories.

4. Other Uses

(a) Attracting factories and distributors' branches.
(b) Building bases for raising new capital.
(c) Planning expansion programs.
(d) Opening new company-owned retail sales outlets.
(e) Locating industrial sites.
(f) Proving need for improved transportation service.

For a more detailed analysis, with case history problems, on how to use the *Survey of Buying Power*, see the three-part article by Richard Crisp starting on page 40.

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There's a Big Difference in Small Towns

some are

Suburban



True Small Towns



⅔ of all people living in towns of less than 1000 population live in True Small Towns . . . ⅓ live in Suburban Small Towns.

12% of your total City and Town Market is in True Small Towns

Remember this, too . . .

A great part of the circulation of general magazines reported as going to towns of less than 1000 population, is actually distributed in Suburban Small Towns.

Urban publications provide only *half* the coverage in True Small Towns that they provide in Urban Markets.

GRIT IS BIGGER IN THE TRUE SMALL TOWN MARKET THAN ANY NATIONAL URBAN OR FARM PUBLICATION*

To get adequate coverage among True Small Town families you need GRIT on every National List.

**Ask the GRIT representative to show you the GRIT Progressive Study of Magazine Readership.*

GRIT

AMERICA'S GREATEST FAMILY NEWSPAPER

SMALL TOWN AMERICA'S GREATEST FAMILY WEEKLY WITH MORE THAN 650,000 CIRCULATION

Sample Analysis of State, County and Area

Important Things to Look For in Analyzing Any Market — Exemplified by the State of Virginia, the County of Henrico, and City and Metropolitan County Area of Richmond.

Most users of the *Survey* look at a market in three ways:

1. Its size
2. Its quality
3. Its rate of growth

Virginia and Richmond will be analyzed on these factors to show what can be extracted from the *Survey,* but before starting to do so may we emphasize that a knowledge of the rules is a prime essential?

Before studying the figures at the bottom of the page or reading the analysis:

Turn to explanatory pages beginning on page 19 and read them word for word.

Every year we receive hundreds of inquiries as to the meaning of this or that column, or the source, the constituents of a store group, etc. 95% of these letters would not have been written if subscribers had read the explanatory pages.

There is a vast array of information in the *Survey,* but no single volume can contain everything which subscribers may want. We would be perfectly *willing* to prepare estimates of other factors, and *capable* of preparing them, but the limitations of a 7-inch page make it impossible to add new columns. Subscribers who want to make other comparisons, such as estimates of store categories not covered here, can make estimates of *reasonable validity* by using 1939 census material as a base. Suppose, for example, they wish to measure increases in the apparel group of stores. The 1939 census provides a national, state, county, city base. Department of Commerce national estimates show the increase over 1939 and a comparison with the movement of total retail sales. Apparel store sales actually increased from $3.258 billion in 1939 to $9.867 billion in 1948 or a gain of 203% while total retail sales increased 211%. This was 96.2% as much as the gain in total retail sales.

To get a *rough* estimate of apparel group 1948 dollars in a state, county or city, subscribers might start with the 1939 figures for both total retail sales and the apparel group. Find out from this *Survey* the total 1948 retail sales dollars. Determine the percentage gain over 1939. Let's say it was 252%, which was the gain for Richmond. Increase the 1939 apparel total by that percentage and then take 96.2% as the actual gain. This method, we should emphasize again, is admittedly rough, but would be far better than no figure at all. A study of state tax figures (available for 26 states and the city of New York) would permit further refinements. It is *not* indicative of the more complicated and thorough projections made for the *Survey* by SM and the Econometric Institute.

In the analyses which follow, the editors have chosen a state, a county, a metropolitan county area and a city which are reasonably representative, not too far away from national averages, and which consequently are good for test, comparative and control purposes.

In Virginia the major cities are independent of the counties in which they are located, and SM has taken liberties in adding city figures to make a county total. Richmond, for example, is an independent city located within Henrico County. Because Richmond so completely dominates the county-city total (85% of population, 97% of retail sales, 87% of Effective Buying Income) we will concentrate on the city and its metropolitan county area in the following analysis.

In every comparison the sources used are either the current *Survey,* the 1948 edition, or the most recent official census (1940 for population, 1939 for retail sales).

Population

Since 1940, the last official census, the city of Richmond has gained 22% in population, as against 15% for the state of Virginia, 10% for the South Atlantic states, and 11% for the nation. It is a *coming* area.

VIRGINIA

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Henrico*.....96	282.0	.1925	78.0	392,802	.3009	81,788	73,994	13,445	25,928	.....	455,654	.2412	1,616	5,842	E	8.1	.2494	130
▲Richmond.....	238.4	.1628	70.7	380,232	.2913	77,464	73,261	13,127	25,791	C	397,915	.2106	1,669	5,628	.....	.....	.2253	138
Virginia.....	3,058.1	2.0875	770.3	2,075,573	1.5898	456,703	254,766	64,182	115,043	.....	3,114,747	1.6488	1,019	4,044	.....	23.9	1.7188	82
Total U. S. A.....	146496.3	.....	41,692.9	130556894	.....	31,328,934	17,045,212	3701713	6892,816	.....	188901324	.....	1,289	4,531	.....	18.5	.....	100

VIRGINIA — Metropolitan County Area

Richmond.....	316.9	.2163	87.1	400,720	.3070	84,986	73,994	13,445	25,952	.....	469,711	.2487	1,482	5,393	.....	.....	.2597	120
Total U. S. A. Metropolitan County Areas.	84,701.9	57.819	24,659.2	87,839,929	672806	21,190,955	13,084,958	2570,356	5147,442	.....	130232,189	68.941	1,538	5,281	.....	.....	66.2264	115

* Includes Independent City of Richmond.

▲ See end of state "Metropolitan County Areas."

Pennies, Pollyanna, and Nickels

A GREAT MANY things happened to Mr. John Barlow in 1948, and three of them he wrote down in his notebook:

JUNE 15, 1948—I bought a pack of cigarettes today and gave the girl 21 cents. She pushed the penny back at me.

"I don't know what that is, Mister, but it isn't a penny!"

I picked it up. It was a perfectly good Indian Head penny and I told her so. I was going to tell her about the time that Lincoln pennies were first minted, and my mother decided to corner them all. She had three mason jars full of them before she gave up. But the girl wasn't interested.

"Just give me a *real* penny, Mister. Next!"

Coins go out of circulation and are forgotten. So do people. Fourteen million people that we were advertising to ten years ago are dead now. Remember this the next time someone asks why he should keep on advertising when sales are good.

* * *

OCTOBER 13, 1948—Youngsters don't walk any more. Until they get a driver's license, they get taxied or hitchhike. So tonight I taxied my own Hopeful and assorted other high school seniors home from the Writers' Club.

They were discussing their faculty advisor, whom they considered a cynic. I know the lady well.

"She's no cynic," I pointed out. "She's just not much of a Pollyanna."

There was a sudden silence while they tried to figure out whether I was speaking Spanish or French. Then one of them asked what that word was.

"Pollyanna. Don't you know what a Pollyanna is?"

"We never heard of it, sir."

"Why, Pollyanna was the Glad Girl. She always saw the bright side of e erything. The word is now used to characterize any incorrigible optimist. I'm sure it's in the dictionary."

"Maybe so," they agreed and started talking about the Sadie Hawkins dance.

As soon as I got home I whipped open the dictionary.

"Here it is . . . Pollyanna: A girl of irrepressible optimism who finds good in everything, the heroine of stories by Eleanor Hodgman Porter. Hence, one with a disposition or nature like Pollyanna's."

"You see," I said, "it *is* in the dictionary!"

"Good place for it, too," my son replied. "It certainly isn't anywhere else!"

The word "Pollyanna" and the whole idea of blind optimism seems to have no meaning for those who are just reaching the buying age. These youngsters will want facts in their advertising, not blue sky.

* * *

DECEMBER 15, 1948—On the first of last July the subway fare in New York City went up to ten cents.

For almost six months now I've been delayed in front of the turnstiles by people, usually women, who are still trying to use nickels.

I've cursed them silently, or chuckled sympathetically, depending on my mood. People are naturally hard to change once they get a habit.

Today, I got stuck in the turnstile. It just wouldn't work. People lined up behind me, muttering, some not any too politely.

"Damn," I thought. "They've done something to these slots. I can't get a nickel into them."

And then I said, "Excuse me," and slunk off into a corner to see if, maybe, I couldn't find a dime in *my* change pocket.

If it's this tough to change a simple habit, what a job an advertiser faces when he tries to switch customers to his brand. It's not a job that can be done overnight—or by an in-and-out schedule.

* * *

THOUGHT FOR 1949—They say that things are going to be different this year. But they're sure to be the same in one way. The advertiser who realizes that his audience is always changing, who isn't fooled by false optimism, who doesn't try to put nickels in the ten-cent slots, and who has the patience to keep cracking away at the public's shell of habit and indifference will still come out on top.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.
Advertising
NEW YORK • BOSTON • BUFFALO • PITTSBURGH • CLEVELAND • DETROIT
CHICAGO • MINNEAPOLIS • SAN FRANCISCO • HOLLYWOOD • LOS ANGELES

In number of persons per family, Richmond is slightly below the regional and national averages, which is a good point for those who look upon the family as a buying unit, since for every 1,000 people there are more families.

	Persons per family
Richmond	3.4
Richmond metropolitan county area	3.6
Virginia	4.0
South Atlantic states	3.8
U. S. A.	3.5

Richmond gained 13,800 people last year.

Retail Sales

Richmond (also the county) has made great strides in its living standards since the 1939 census. The nation's sales last year were 211% greater, the South Atlantic states, 222%, the state of Virginia 230% and the city of Richmond 252%.

In the several store categories 1948 gains over 1939 were as follows:

	Richmond	Virginia	U. S. A.
Food	240%	220%	208%
General Merchandise	265	249	201
Drugs	160	145	137
Furniture-Household-Radio	342	317	293

In rate of growth both the city and the state make superior showings as compared with the nation in every category.

As against a population percentage of .1628% of U. S. A., the city has a retail sales percentage of .2913. This reflects both a strong buying power within the city and unusual importance as a trading area. In the Richmond metropolitan county area retail sales per family were $4,600 last year, as against a national average of $3,131 and the Virginia average of $2,695. This is an *exceptional* showing.

Per family sales in the various categories state versus the nation show that the state as a whole is below par, but the Richmond area is exceptionally high. For averages of all states see Marketing Pictographs this issue.

	Richmond Metro. County Area	Virginia	U. S. A.
Total retail sales	$4,556	$2,695	$3,131
Food Group	976	593	751
General merchandise stores	849	331	409
Drug stores	154	83	89
Furniture-Household-Radio stores	298	149	165

Retail sales in the city of Richmond are 18.4% of the state, and for the Richmond metropolitan county area are 19.3%.

Effective Buying Income

Richmond's net Effective Buying Income gained 12% over 1947, as against 10% for the nation and 13% for the state.

On both a per capita and a per family basis Richmond and its area are superior.

	Per capita	Per family
Richmond	$1,669	$5,628
Richmond metropolitan county area	1,482	5,393
Virginia	1,019	4,044
U. S. A.	1,289	4,531

The figures indicate that retail trade flows into Richmond from a much wider area than its metropolitan county area which consists of the counties of Henrico and Chesterfield and the independent city of Richmond, for the area's retail sales % of the U. S. A. is .3070, considerably larger than the Effective Buying Income .2487%.

As more and more industries come to Virginia and as the district across the Potomac from Washington becomes a commuter's haven for the office workers in the District, the state's percentage of the labor force engaged in farming will tend to decrease. The state percentage was 23.9 in 1940, as compared with 18.5 for the nation, but it is probable that the state percentage has shown a decline during the decade.

Virginia's gross income from farming in 1940 was $455,291,000 and it ranked 26th in the nation. In rate of growth since 1940 its ratio was slightly better than the U. S. A.—374 as against 356. (See Marketing Pictographs, this issue.)

Sales-Advertising Controls

The columns we have been discussing may be compared with the raw and semi-manufactured products which go into a plant, and undergo many operations of machines and hands. At last a finished product is turned out.

In the *Survey of Buying Power* the refined, finished products, are the last two columns at the right, one measuring *quantity*, the other *quality*. Unquestionably, they are the two columns most widely used in sales and advertising planning.

"% of U. S. A. Potential" is a weighted figure (5 parts Effective Buying Income, 3 parts retail sales, 2 parts population) which measures the quantity the seller can expect from a given area, especially for those manufacturers where price is an important factor and where families with above-average incomes are more important than the average or sub-average.

Richmond can be tabbed for .2253% of your national sales volume or for a similar percentage of your advertising appropriation, its metropolitan county area for .2597%. The state should be budgeted for 1.7188%.

The Quality of Market Index is derived by dividing the "% of U. S. A. Potential" by "% of U. S. A. Population." That Richmond is a far better than average market may be seen from its high—138—figure, which means that it is 38% better than the nation. Its Metropolitan County Area figure is 120, which is slightly higher than the 115 average for all 170 Metropolitan County Areas. The state of Virginia's 82 is below national average, and about on a par with the South Atlantic average of 84. The metropolitan county area index of 120 means that for every $1.00 which you sell throughout the nation, you should sell $1.20 here. While it is above average, it is not so high as to rule it out as a good test market.

Employment data on the state and county are given on pages 140 and 149.

WHEN YOU...
TAKE OFF AND INTERPRET THE 1949 SM SURVEY FIGURES,
DO IT ALONG THESE WORK-SAVING REMINGTON RAND LINES!

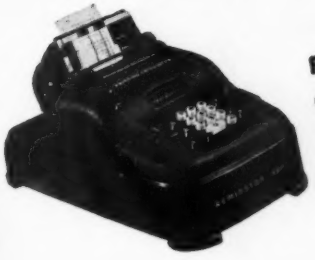
The Kardex SALEMASTER



FOR SUMMARIZING SALES TERRITORY POTENTIALS

An invaluable aid to Sales Managers. Kardex SALEMASTER *signals* salient facts instantly with regard to territory, performance of salesmen, as well as sales, orders and quotas for each account. Cards and Kardex panels are interchangeable for each territory. SALEMASTER portfolios come in brown, cowhide zipper case.

The PRINTING CALCULATOR



FOR SWIFT COMPUTING OF SALES PERCENTAGES

...because it's the only calculator that figures percentages *automatically* – with printed proof.

...because it's completely electrified for speed and simple to operate, too.

...because it does all your other figure work, with every factor printed on the tape.

SCHED-U-GRAPH



FOR CHARTING SALES PERFORMANCE AGAINST QUOTA

The new, 100% *graphic* control that shows where any business stands by *interrelating* the facts of its sales progress. Indexed by salesmen, territories, branch office or retail outlet, SCHED-U-GRAPH brings all-over accomplishments by product or line classification out into the open –charts them for quick, accurate analysis.

PUNCHED-CARD ACCOUNTING MACHINES

FOR MARKET ANALYSIS–SALES ANALYSIS–COMMISSION STATEMENTS

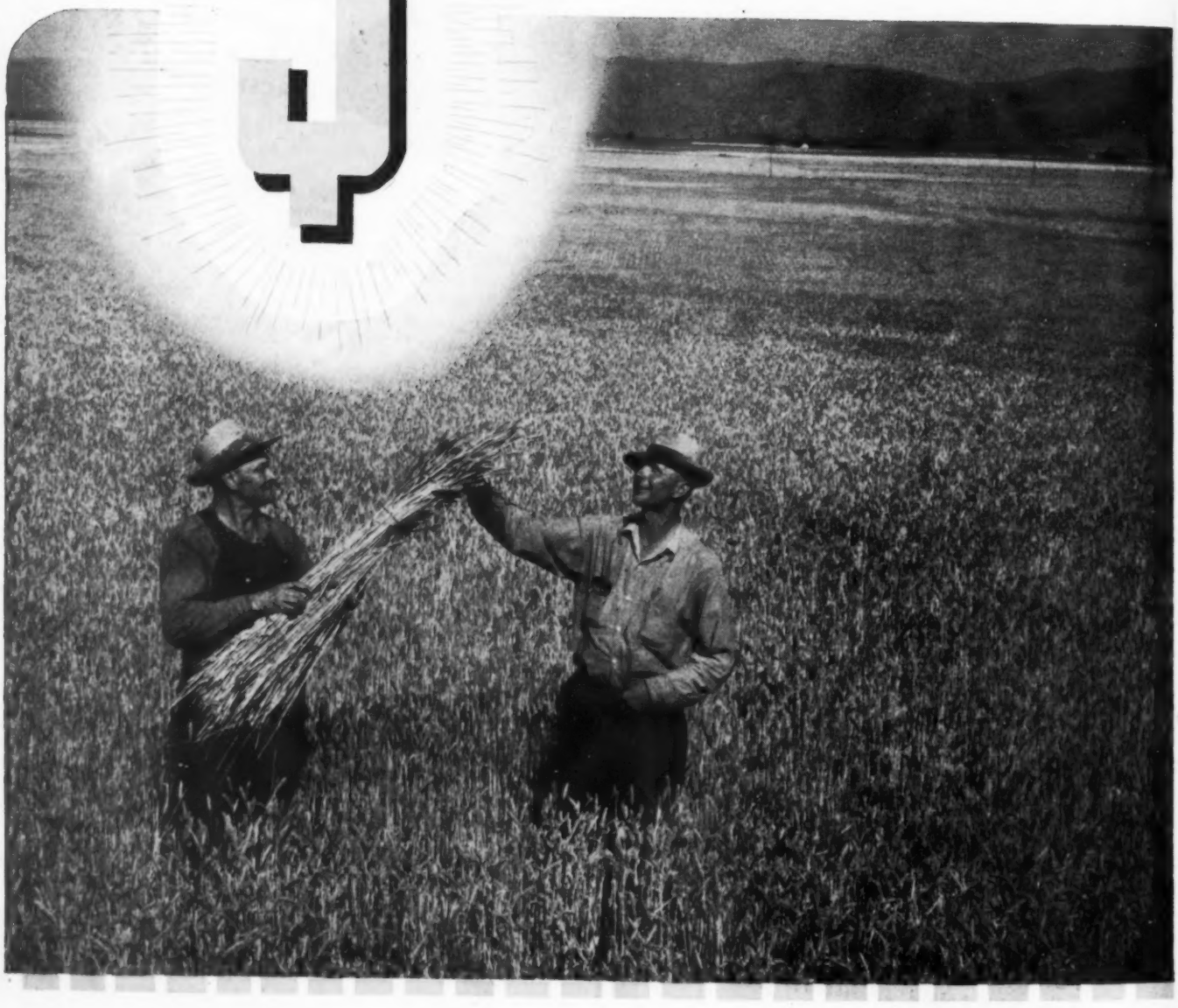


In these jobs – and many more – the Alphabetical Tabulator makes *your* job easier. It's the *only* punched-card accounting machine that prints numbers and letters *anywhere* on a report–a hundred on each line, if desired–at a hundred lines a minute. Like all Remington Rand products, it is the *finest* of its kind available today.

REMEMBER... ONLY **Remington Rand** CAN DO A COMPLETE JOB!

CALL OUR NEAREST OFFICE OR AGENCY, LOCATED IN 581 OF THE NATION'S MARKETING CENTERS

Here's Your Farm Market For Real SALES PROFITS



Wheat

• • • one of the many high income crops of the Pacific Northwest. More than 1/10th of the Nation's wheat is grown by the prosperous farmers of Washington, Idaho and Oregon.

Five Years In A Row With Annual Farm Income Over A BILLION!

Pacific Northwest Farmers ARE IN THE MONEY

Again—for the fifth year in a row—the farmers of Washington, Idaho and Oregon have piled up cash receipts in excess of a billion dollars. For the twleve months of 1948 their cash from crops, livestock and livestock products amounted to $1,371,752,000, resulting in an average income per farm 40.4% higher than the U. S. average.

Here's your farm market for real sales profits. Greater productivity coupled with greater cash receipts have created a Pacific Northwest farm market that more than ever offers you greater opportunity and greater returns for advertising and sales efforts.

Pacific Northwest Farmers are in the money and in the market—in the market for the products you advertise and sell. Keenly aware of the advantages of mechanization, the prosperous farm folks are good customers for labor saving devices for the household as well as the field. They have the money to buy—and they buy!

Your one best route to more sales and profits in this billion dollar market is consistent advertising in the Pacific Northwest Farm Trio. Washington, Idaho and Oregon farm folks read and rely on their home state farm magazines. Loyalty and confidence in the localized service policy of their home state farm magazines is as characteristic of Pacific Northwest farm residents as their "bigger dollars."

So why not enjoy a full sales quota from the wealthy Pacific Northwest Farm Market? Give your advertising the advantage of the dominant coverage and responsive readership of the Pacific Northwest Farm Trio.

Through a twenty-year economic cycle including prosperity and depression, war and peace, the farmers of Washington, Idaho and Oregon have averaged nearly fifty percent (48.4%) more cash than United States farmers as a whole have realized from crops and livestock marketings.

PACIFIC NORTHWEST FARM TRIO

THE WASHINGTON FARMER THE IDAHO FARMER THE OREGON FARMER

COMBINED NET PAID CIRCULATION OVER 170,000 EACH ISSUE

GENERAL OFFICES: Spokane, Washington. STATE OFFICES: Seattle, Portland, Boise
ADVERTISING REPRESENTATIVES: Western Associated Farm Papers, Chicago, New York, San Francisco

How to Apply the "Survey of Buying Power" Figures to Your Own Sales & Advertising Problems

A trained research man offers here a condensed short course in the use of index figures, then tells how to use the material in this volume: 1. As an aid in the solution of typical sales problems, and 2. As an aid in selecting markets and allocating advertising.

BY RICHARD D. CRISP*
Director of Market Research, Tatham-Laird, Inc.

Part I: Indexes—How to Use Them—the "Survey" and others.

Along about the middle of May, an old and valued friend makes an annual call on thousands of sales executives all over America. Few friends find a warmer welcome. That friend is SALES MANAGEMENT'S annual *Survey of Buying Power* which is now firmly established as the sales manager's "fact bible."

If you will re-read the explanatory material in this year's *Survey,* you will find an interesting and non-technical discussion of how the estimates were prepared, what sources were used, and so on. Emphasis is naturally placed on the new developments, the new features included for the first time this year. The *Survey* has been and is a living, growing tool. There are a number of important developments in each new edition. Explaining those features accordingly requires considerable space in the explanatory section.

Although the explanatory material is exceptionally lucid, a number of recent experiences lead me to feel that it may start at a rather advanced point. As a user of the *Survey* for many years, I have had occasion to recommend it frequently to sales executives. Almost without exception, I have found it necessary to support my recommendation with a little "tutoring" before the sales executive understood fully the many ways in which the *Survey* could help him with his daily problems.

Let me emphasize that the fact that tutoring was so often necessary is no reflection on the sales executive. Sales managers aren't statisticians. Before they can be expected to convert that "statistical raw meat" into sinew for their sales muscles, it must be cooked up to suit them. In my opinion, this often requires a very simple and non-technical description not only of the *Survey* itself, but of the basic ideas and concepts behind it. What is required in many cases is almost a *primer* type of treatment.

Such an explanation might perhaps best be prepared by SM's capable staff. If it were, however, it might be interpreted by some readers as somewhat in the nature of a blurb. There may be added conviction in the following comments since they represent the views of an outsider, whose enthusiasm for the *Survey* is a testimonial to its continued usefulness.

Here is a discussion of the fundamental ideas behind the *Survey*. This discussion should make that important tool easier to understand. It is presented in question-and-answer form. It has been reduced to the simplest possible terms. If some of the earlier questions impress you as kindergarten stuff, skip a couple of questions and try for the $16 or $32 a little later on.

About Market Indexes

1. What is a "market index"?

A market index is a yardstick for measuring the relative sales opportunity in different territorial units, such as counties, trading areas, sales districts or territories, etc.

2. What is the usual form of a market index?

For easy understanding and convenient use, a market index is usually reduced to a simple percentage figure. That percentage figure indicates the *share* or *proportion* of the total market represented by one of your territorial units. Thus the "Sales-Advertising Controls" index in the *Survey* shows that 3.383% of the U. S. potential is in Massachusetts.

3. How many types of market indexes are there?

There are two major types of market indexes: *general* market indexes and *specific* market indexes.

4. What is a general market index?

A general market index reflects the presence or absence of market factors like population, buying power, etc. Such factors influence the market opportunity for all consumer products combined. Any quantitative information which you can use to prepare an estimate of the relative sales opportunity in different territorial units might be used as a market index. The *Survey* includes *nine* different sets of data which might be used, individually or in combination, as a market index:

—Population
—Number of Families
—U. S. Retail Sales
—Food Store Sales
—General Merchandise Sales
—Drug Store Sales
—Household-Furniture-Radio Sales
—Net Effective Buying Income
—Sales-Advertising Controls

*The material presented here is reprinted from Sales Management for Dec. 15, 1948, January 1 and 15, 1949. A few changes have been made in Mr. Crisp's text to conform to new developments in the 1949 Survey. His original manuscript used the 1948 Survey as the example, and all *figures* he quotes are from that issue. —The Editors.

WHY POPULATION IS NOT A SATISFACTORY MARKET INDEX

(Variations in average purchasing power by regions)

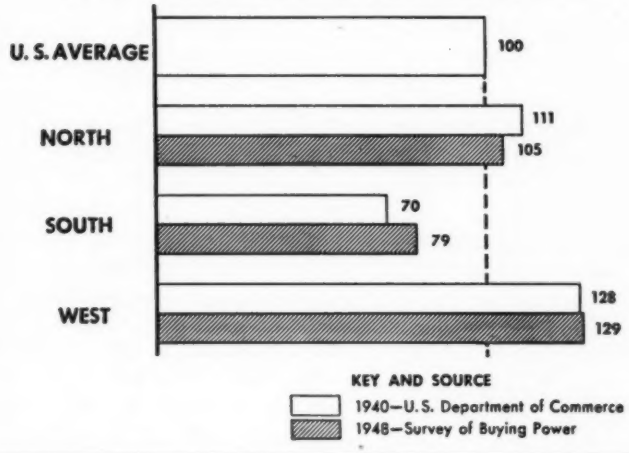


Chart I

"PEOPLE ARE MARKETS": That's one of those deceptive half-truths. The same number of people have different amounts of income. See page 42.

DOES A GENERAL MARKET INDEX "FIT" YOUR PRODUCTS?

(Regional division of U. S. retail sales and of industry volume in two products)

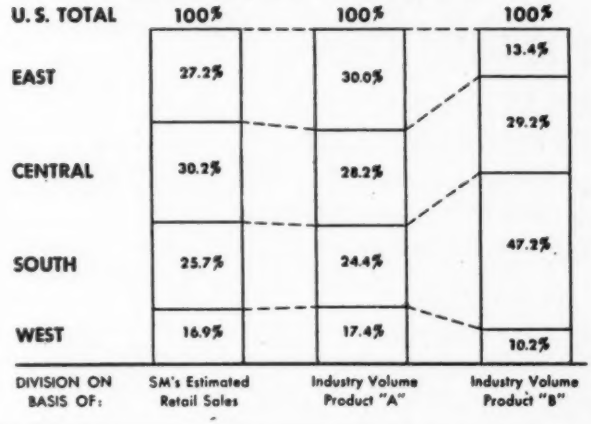


Chart II

"MINE IS DIFFERENT": You'll find it surprisingly easy to tailor a general market index to fit your particular product. For full explanation, see page 44.

REDUCING INDEX "FIT" TO SHARPER FOCUS

(Regional variations in consumption rate on two consumer products)

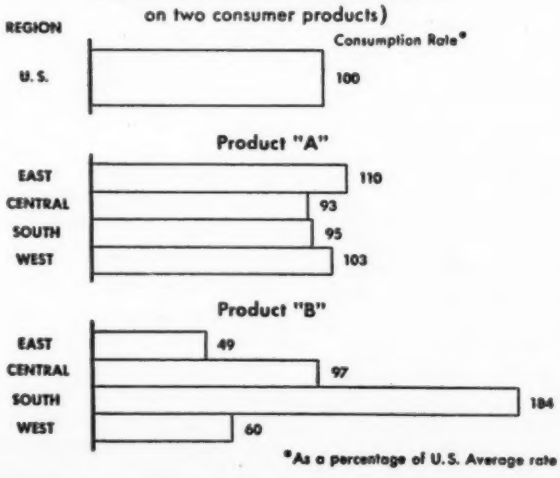


Chart III

"TRY IT FOR SIZE": There's a simple method for adding a useful sales-control tool to your kit. Mr. Crisp shows you how with details on page 44.



Write your own ticket

WE SUPPLY THE BUDGET TO FIT YOUR FIGURES

REACH the M. D. (more dollars) Market with the Doctors' own STATE MEDICAL JOURNALS* —whether you sell home appliances or x-ray equipment.

29 balanced Space Budgets to choose from, including one tailored to your advertising appropriation. Designed *and functioning* to save time, conserve costs, spare tempers and starve ulcers.

To see the 29 space plans, just say "*Budgets,*" and address—

STATE JOURNAL GROUP

COOPERATIVE MEDICAL ADVERTISING BUREAU

of the

AMERICAN MEDICAL ASSOCIATION
535 N. Dearborn St., Chicago 10, Ill.

34 JOURNALS COVERING 42 STATES

ALABAMA, Journal of Med. Assn. of
ARIZONA Medicine
ARKANSAS Med. Society, Journal of
CONNECTICUT State Med. Journal
DELAWARE Med. Journal
DISTRICT OF COLUMBIA Med. Annals of
FLORIDA Med. Assn., Journal of
GEORGIA, Journal of Med. Assn. of
HAWAII Med. Journal
INDIANA State Med. Assn. Journal of
IOWA State Med. Soc., Journal of
KANSAS Med. Soc., Journal of
KENTUCKY Med. Journal
MAINE Med. Assn., Journal of the
MICHIGAN State Med. Soc., Journal of
MINNESOTA Medicine
MISSOURI STATE Med. Assn., Journal of
NEBRASKA State Med. Journal
NEW ENGLAND Journal of Med. (Mass., New Hamp.)
NEW JERSEY, Journal of Med. Soc. of
NEW ORLEANS Med. and Surgical Journal
NORTH CAROLINA Med. Journal
NORTHWEST MEDICINE (Oregon, Washington, Idaho & Alaska)
OHIO State Med. Journal
OKLAHOMA State Med. Assn., Journal of
PENNSYLVANIA Med. Journal
ROCKY MOUNTAIN Med. Journal (Colo., Utah, Wyo., New Mex., Mont.)
SOUTH CAROLINA Med. Assn., Journal of
SOUTH DAKOTA Journal of Med.
TENNESSEE State Med. Assn., Journal of
TEXAS STATE Journal of Med.
VIRGINIA Med. Monthly
WEST VIRGINIA Med. Journal
WISCONSIN Med. Journal

* STATE MEDICAL JOURNALS —the books that get a respectful hearing for your sales story with the lucrative medical market in one state or 42—and all with one contract! one monthly statement! one piece of copy! one original plate per insertion!

All of those series of data are based on exclusive SM estimates. Eight of the nine are simple general market indexes. One of them—Sales-Advertising Controls—represents a *composite* index, developed by combining the figures from three of the other indexes.

5. What is a specific market index?

A specific market index is one which has been developed or constructed to reflect the market opportunities for a specific product or a group of related products. A specific market index may be based on a single type of data. Thus you might use automobile registration figures as a market index if you were selling car polish.

Other specific market indexes have been developed by involved statistical techniques. *But most companies using specific market indexes have developed them by modifying and adjusting general market indexes like those in the Survey.*

The feeling that "our business is different" or "the market for our product is different" is widespread in many industries. In some cases that feeling may be justified by facts; in other cases it is simply a hunch or opinion. In either case, the *Survey* is useful as a source of a *general* market index which can be modified by experience, research and judgment into a specific market index for your product or products. This is one of the most important advantages of the *Survey of Buying Power*. But this is also one of the *Survey's least appreciated* advantages.

6. Is the use of market indexes a recent development in sales management?

No, indeed. Sales managers have *used* market indexes for years. They just never bothered to *name* them. Here's an example: You are sales manager for a chewing-gum manufacturer. Consumer product, low in price, broad in appeal, everyone a prospect.

You are considering what quotas to set on two specific sales territories. One has a population of 100,000, the other 250,000. In setting quotas, you set a higher quota for the one with the higher population.

That's just common sense. Sure—but that is also *using a market index*. In that case you are using *population* as the market index. For most products, there are much better market indexes available, many of them in SM's *Survey*.

While the use of market indexes as a sales-management tool is not new, it is much more common today than ever before. A major factor in the widespread increase in the use of market indexes has been the development of the *Survey of Buying Power* as a readily available source of market indexes which are both *current* and *flexible*.

7. Since "people are markets," why isn't population a perfect general market index?

Population was probably the first factor to be used as a general market index for consumer products. But population as a market index has some important limitations. "People are markets" is one of those deceptive half-truths. It would be more accurate to say that "People *with money to spend* are markets." Most of the limitations of population figures as a market index stem from the fact that there are major variations in the amount of money which the *same number* of people in *different sections* of the country have available to spend for the products you have to sell.

Chart I (see page 41) illustrates this point by charting the variations in buying power which exist between three broad regions—the North, South and West.

The chart illustrates the relationship of buying power in each section, as measured by per-capita retail sales, to the national average. Both 1940 and 1948 figures are indicated, to emphasize that the impact of war on regional buying-power levels was relatively less marked than many marketing men realize.

Population reflects one dimension which is important in market measurement. You might call that the quantitative dimension. But the qualitative dimension is also important. A general market index must reflect variations in the amount of money people have to spend, if it is to provide sales executives with a serviceable tool for measuring market opportunities.

8. How can that qualitative dimension be measured?

One of the best indications that people have money to spend is provided by the fact that they *do* spend it. If you could get a giant cash-register tape which showed you the total retail sales in each of your sales territories, you'd have a picture of the amount of money people spend in each territory. You could use that picture in developing a market index.

Fortunately, it isn't necessary for you to work from cash-register tapes. The exclusive SALES MANAGEMENT estimates of retail sales provide retail sales information for sections, states, counties and cities. Those figures are shown both on a dollar basis and in percentage form. The percentage figures are particularly useful, because of their time-saving advantages. They permit you to build up the market-index for each of your sales territories by the simple process of adding up the individual percentage figures for each county in the territory to arrive at the territorial total.

9. What are the limitations of the Sales Management retail sales estimates as a general market index?

This question divides into two parts. One part is concerned with the accuracy of SM's estimates of retail sales. The other is concerned with limitations of retail sales figures as a general market index.

To answer the first part of the question, I'd say that SALES MANAGEMENT'S estimates are not perfect—but then few estimates are. They have been demonstrated to be sufficiently accurate for all practical purposes to qualify as a useful index and an important control tool for use by sales and advertising management.

From the viewpoint of the practical sales executive, retail sales figures as a market index have one important limitation. They share that limitation with any other figures you might consider using as a general market index.

That limitation boils down to this: A general market index reflects the market opportunity for *all products* combined; but it may not accurately reflect the market opportunity on a specific product. In other words retail sales or any other general market index *may not fit your products.* This important point is discussed in some detail below, and in the second article in this series.

10. How can we tell whether or not a general market index fits our product or products?

There are major variations in the consumption patterns even on very similar products. Those variations have been established by accurate field surveys on a wide range of consumer products. In some cases the market pattern on an individual product is so highly individualistic that no general market index can come within a mile of fitting the pat-

Something always delays a job!



Let's face it. Jobs have a way of getting delayed in all stages of production. But with Air Express ready to cut whole days off shipping time, you can make every closing date. Many printers, electrotypers, agencies and ad departments standardize on Air Express. Gives them the time to do a *better* job.

Air Express goes on every Scheduled Airline flight. That means no delays and even coast-to-coast service overnight! It's the *world's fastest* shipping service. Use it regularly.

Facts on low Air Express rates

3 lbs. of matrices goes 1400 miles for $1.65.
18 lbs. of booklets goes 700 miles for $3.91.
(*Includes* special door-to-door service.)

Only Air Express gives you all these advantages: Special pick-up and delivery *at no extra cost. You get a receipt for every shipment* and delivery is proved by signature of consignee. One-carrier responsibility. Assured protection, too—valuation coverage up to $50 without extra charge. Practically no limitation on size or weight. For fast shipping action, phone Air Express Division, Railway Express Agency. And specify "Air Express delivery" on orders.

SPECIFY AIR EXPRESS
GETS THERE FIRST



Rates include special pick-up and delivery door to door in principal towns and cities

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE
SCHEDULED AIRLINES OF THE U.S.

tern. If your product is one of that small number of "mavericks," then you should probably try to get the facts about those variations before attempting to use a general market index. With the facts in hand, you can determine how best to adjust the general market index to fit the pattern of your market. You'll find that tailoring it to fit your own products is surprisingly easy.

Consider a specific illustration. Chart II (see page 41) illustrates the situation one company found after studying the market for its two major products. The company's sales operations were divided into four regions, each under a regional sales manager. The company used retail sales figures from the *Survey* as a general market index, to determine the relative potential volume it might expect from each of the four regions. This company was fortunate in having available from external market research an accurate picture of how the industry volume on these two products was divided by regions. The division of potential is illustrated by the left-hand bar. The center bar illustrates the division of industry volume on Product "A," while the right-hand bar shows the same picture for Product "B."

You don't have to be a statistician to look at this chart and see that the general market index is a pretty good "fit" in the case of Product "A" but a rather poor one on Product "B" which has a rather heavily concentrated potential in the southern region.

11. How can you tell whether a general market index "fits" your market closely enough to be useful?

There's a simple method of reducing variations like those between Product "A" and Product "B" to sharper focus, which is a useful addition to your kit of sales-control tools. You simply divide the percentage of *industry volume* in a region by the percentage of *potential* which the general market index indicates should be in the region. The answer shows you how far above or below average that region is on that product. (Example: In the case cited above, the Eastern region represents 27.2% of potential according to your market index.

Divide the 30.0% which the region contributes to national volume on Product "A" by 27.2%, and you get 110. Divide the 13.4% which the region represents on Product "B" by the same 27.2%, and you get 49. This tells you that the regional consumption level on Product "A" is 10% above the national average, while it's less than half of the national average on Product "B.") Chart III (see page 41) illustrates in profile form the variations in regional consumption on the two products. It is apparent that consumption is within 10% of the national-average rate in all regions on Product "A," while there are much more extreme variations by region on Product "B."

If the regional variations on your products are slight, as in the case of Product "A," you can use a general market index without difficulty. In fact, the general market index is almost a specific one on such products. Where you have such extreme variations as on Product "B," adjustment of the general market index is necessary before it can be used on a specific product. A good rule-of-thumb is that a general market index can be used effectively where variations in the consumption rate do not exceed 25%. That is, where all regions have consumption in a range from 75% of average to 125% of average, your general index is immediately useful. That range will embrace a tremendous number of products, including those of many who feel that "our market is different."

Market indexes are useful tools for sales-control purposes. For maximum effectiveness, you should develop a specific market index for each of your major products. That's a long-range program. Each step in the refinement of a market index to make it fit your products more closely pays real dividends in increased sales effectiveness and control. But any program has to start somewhere. I think that a general market index can be used by most companies. Remember that even a rough yardstick is much better than no yardstick at all. By adopting a general market index as a sales-control tool, and using that tool with a full awareness of its limitations, you should be able to increase the effectiveness and precision of your marketing management.

Part II. How the "Survey" Can Be Used on Typical Sales Problems

Sales executives today face an ever-increasing number of basic problems. To solve those problems, they need facts. The *Survey of Buying Power* which SALES MANAGEMENT publishes each May 10 is an encyclopedia of marketing facts. The number of practical sales problems which the *Survey* can help you solve is almost endless.

Contacts with sales executives lead me to feel that the versatility of the *Survey* is often unrecognized. This is unfortunate. It results in a situation in which many sales executives are struggling with problems, unaware that a tool designed to help them with just such problems lies close at hand.

It's about time to throw a bright white spotlight on the potential versatility of the *Survey*. This article has been written to do just that. Its objective is to show you some of the many ways *you* can use *Survey* data. Each application is illustrated by a specific case-study. Each case-study includes enough how-to-do-it information to permit you to duplicate the steps involved.

1. Are sales opportunities equal?

The first case is based on the experience of a manufacturer selling nationally on a short line of products, largely through department-store and variety-store trade. A new sales manager took over. He found that the company had 12 sales districts. Digging back into the archives, he found that those sales districts had been set up in the middle 30's, using the 1930 Census as a base. An attempt had been made to have all territories equal in potential, which is to say population. One of the problems facing the new sales manager was heavy salesmanpower turnover in two territories. Men in those territories just couldn't seem to "make out."

Here's what he did: Using the latest available issue of the *Survey of Buying Power,* he had his secretary add up the "% of U. S. A. Potential" figures for each territory. He found that there was a range of *nearly three-to-one* in the sales potential of the largest and smallest territories. One territory had 12.6% of the U. S. potential, against 4.5% in the smallest.

The two territories with excessive turnover were the two with lowest potential (and, incidentally, highest sales-cost ratios). He adjusted his sales-territory boundaries to equalize the opportunity to make sales. It wasn't possible to make all territories exactly equal, but the range between low and high was narrowed so that the top territory had a "plus" rating over the bottom one of *less than one-third.*

This is no suggestion that the way

Definitely...NO BOX TOPS



Trade Advertising in my business is a MUST as it is for every manufacturer. I would no more think of running my business without trade advertising than I would without my sales force. Every dealer, every distributor in my industry is a potential outlet for my product. I don't dare neglect one of them. It's my trade advertising that keeps the circuit open constantly, regularly, economically. Definitely no box tops—but my trade advertising does hundreds of things for me, chief of which are the following:

Trade Advertising Delivers Solid Help to my Sales Force by:

- Doing a missionary job
- Selling the standing of my house
- Introducing my men in their territories
- Creating leads
- Selling above heads without offense
- Making the calls between personal calls
- Calling on more prospects
- Getting a special message over to all buyers
- Covering all buying powers regularly
- Building morale of my salesmen
- Paving the way for successful interviews
- Selling with reason-why appeal
- Keeping dealers sold
- Reaching the new man on the job
- Reaching buyers who are hard to contact
- Insuring business momentum
- Consolidating all sales gains
- Maintaining contact between peak business seasons

Trade Advertising Plays a Vital Role in my Marketing Operations by:

- Selling my primary channel of distribution—the dealer
- Winning and holding dealer loyalty
- Speaking the dealers' language
- Introducing new products, new styles
- Giving the dealers down-to-earth, non-glamour information they need and want
- Announcing prices
- Talking profits and turnover
- Discussing new developments
- Developing distributors
- Moving goods that have been sold to distributors
- Promoting dealer aids and their use
- Training dealers how to display my products
- Inducing them to tie in with national drives
- Aiding in sales training
- Getting cooperation of dealer sales staffs
- Tying in with trade shows
- Merchandising my consumer advertising
- Developing repeat business

Trade Advertising Insures the Stability, Development and Good Public Relations of my Business by:

- Maintaining momentum of business with dealers
- Protecting against price competition of non-advertised brands
- Offsetting ill-will of neglected customers
- Discouraging substitution
- Forestalling competition of new companies
- Keeping the trade mark in the forefront
- Reselling lost customers
- Explaining delays in deliveries or service
- Preventing industry from thinking that business is slipping
- Building confidence in the company's financial structure
- Testing saleability of new items
- Building up additional items in the line
- Opening new markets
- Cultivating future buyers
- Publicizing additional services
- Interpreting the policies of the house
- Counteracting illegitimate practices in the industry
- Doing a good public relations job with all outlets

* **This manufacturer is the composite of the 5,150 advertisers who placed their trade messages in the HAIRE PUBLICATIONS during 1948.**

HAIRE

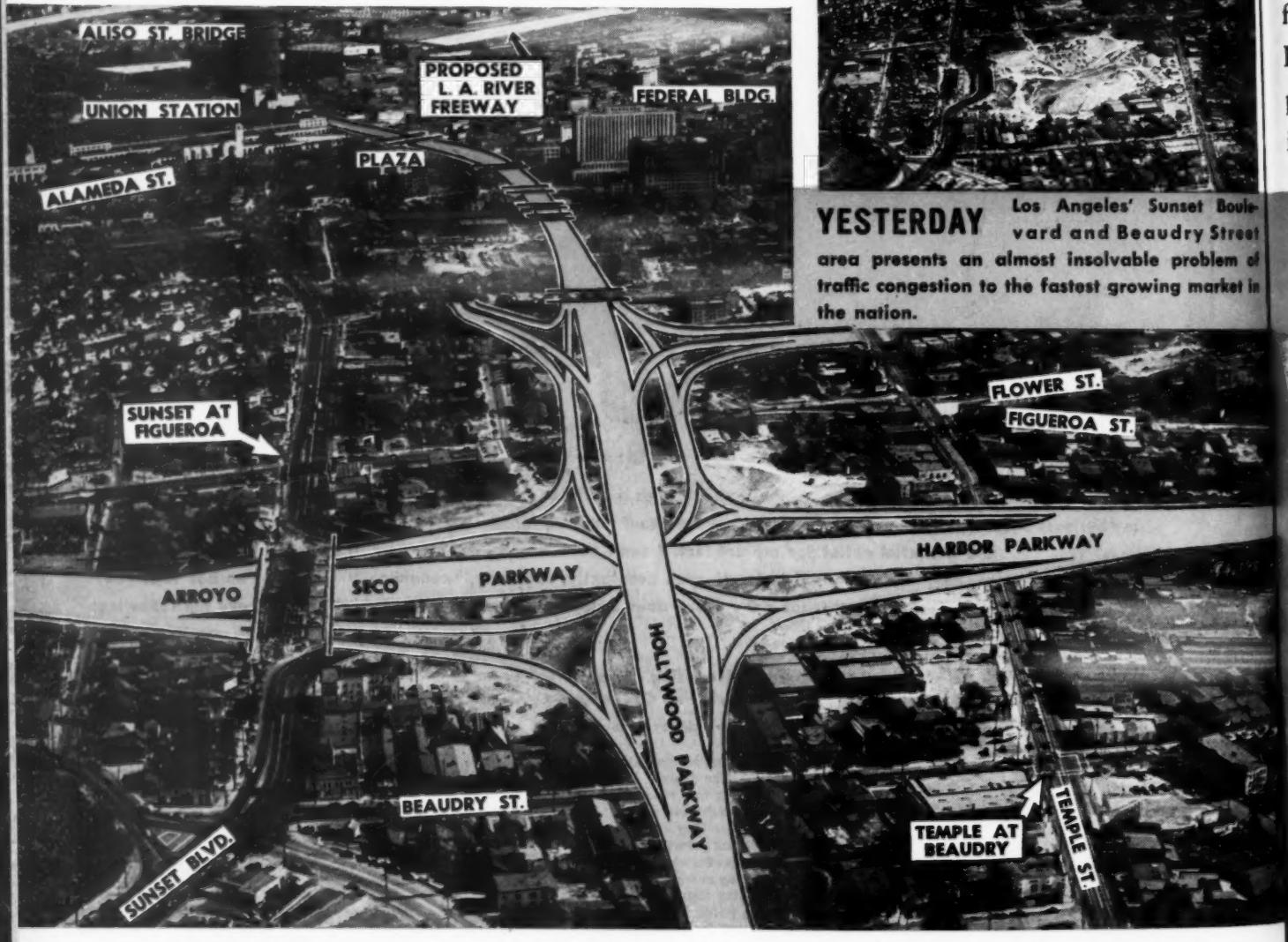
More Effective Because They're More Sell-active HOUSE FURNISHING REVIEW · HOME FURNISHINGS MERCHANDISING · LINENS AND DOMESTICS · CROCKERY AND GLASS JOURNAL · CORSET AND UNDERWEAR REVIEW · FASHION ACCESSORIES · HANDBAG BUYER · INFANTS' & CHILDREN'S REVIEW · LUGGAGE & LEATHER GOODS · NOTION AND NOVELTY REVIEW · COSMETICS AND TOILETRIES · AIRPORTS & AIR CARRIERS

Specialized Merchandising Magazines · · *1170 Broadway, New York 1*

MARKETS *Change* FAST . . . HEA



YESTERDAY Los Angeles' Sunset Boulevard and Beaudry Street area presents an almost insolvable problem of traffic congestion to the fastest growing market in the nation.



TODAY Los Angeles' Freeway Separation Center is scheduled for completion in February 1949. This six-level "clover-leaf" will have cost more than 1½ million dollars.

And it is just *one link* in the billion dollar, 623 mile Freeway Plan, which will provide safe, quick travel throughout Los Angeles City and County.

These are the kind of changes taking place, *today* in Los Angeles . . . *every day* in major markets across the nation

Changes that exert a powerful influence on sales and sales operating. For as traffic is re-routed, as shopping streets and shopping centers shift, as residential areas move—so shopping habits change. And these changes require a constant readjustment of sales potentials and sales strategy. For in changing markets, yesterday's sales program won't produce today's sales . . . *you need today's market facts today!*

..HEARST ADVERTISING SERVICE *Knows* THE CHANGING MARKETS

H.A.S. men have their fingers on the "sales pulse" of the ten major markets across the country which they represent. They've charted, classified, evaluated these markets block by block. Know the changes taking place constantly as population shifts, as retail areas move, as traffic is rerouted, as buying habits change.

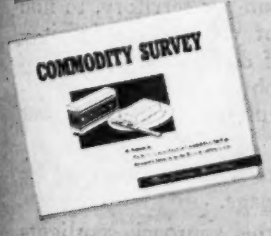
As a result, the Hearst Newspaper Research and Marketing Departments have produced Strategic Marketing Aids which have proven helpful to so many sales and advertising executives. Perhaps, we can be of service to you. To investigate the possibilities, call or write the H.A.S. man nearest you today!

STRATEGIC MARKETING AIDS



TEN MARKET STUDY

Includes general characteristics, vacation activities, product rank at consumer level for general household items, food items, cosmetics and toiletries. This 52 page report was sponsored by Hearst Newspapers in 10 major markets, conducted by Alfred Politz Research, Inc. according to the high standards which won for him the top American Marketing Association award, New York Chapter, in 1948.



COMMODITY SURVEYS

Spotlight the distribution and sales rank of leading commodities among retail outlets in ten Hearst cities.



MARKET ANALYSES

Market detail on population, sales, industries and other characteristics including comparative coverage of all newspapers in each of ten markets.



SALES OPERATING CONTROLS

Specific, flexible, practical, usable. 541,604 city blocks walked and analyzed, 445,456 retail outlets and 3,037 shopping centers and streets located, to evaluate the sales potential of each of nine great markets.



AUTOMOTIVE STUDY

Indicates consumer likes, dislikes, buying habits, shopping habits and brand preferences for various commodities. Sponsored by Hearst Newspapers in ten major markets, conducted by Alfred Politz Research, Inc.

KNOW YOUR NEWSPAPER MAN TO KNOW YOUR MARKETS

Hearst Advertising Service

Herbert W. Beyea, General Manager • 959 8th Avenue, New York 19, N. Y.

Offices in principal cities representing New York Journal-American, Baltimore News-Post American, Pittsburgh Sun-Telegraph, San Francisco Examiner, Detroit Times, Boston Record-American Advertiser, Albany Times Union, Los Angeles Examiner, Chicago Herald-American, Seattle Post-Intelligencer

WHY YOU SHOULD GET THE NOWADAYS STORY BEFORE YOU MAP A CAMPAIGN FOR SMALL CITIES

When you start planning a campaign to sell the small city market, be sure to get NOWADAYS' story first. Here's why! Only NOWADAYS offers you single medium coverage of small cities in the 13 richest midwestern states.

On March 15, NOWADAYS was four months old. In that brief time, concrete evidence of our success and influence has accumulated in amazing proportions. This evidence continues to pile up, week after week.

NOWADAYS Dealer Influence: For a NOWADAYS advertiser we obtained a 30% return from our dealers on a marketing questionnaire.

NOWADAYS Reader Influence: One reader service editorial page has produced more than 4800 inquiries from our 800,000 circulation, for products that are new and different.

NOWADAYS Publisher Influence: Unsolicited more than 200 additional newspapers have written us requesting permission to distribute NOWADAYS with their newspapers.

Remember, NOWADAYS and only NOWADAYS gives you the best coverage of the best small city markets. For Complete information write, phone or wire NOWADAYS

321 Plymouth Court, Chicago 4, Ill.
Telephone WEbster 9-2192

1720 Euclid Ave., Cleveland 15, Ohio
CHerry 1979

299 Madison Ave., New York 17, N. Y.
MUrray Hill 7-0754

NOWADAYS

An index to all

county and city data,

by states and sections,

appears on page 5.

How to Measure Territorial Variations in Sales Performance

(Assumed Company Volume in Year Analyzed: $10,000,000)

Territory:	*Cleveland*	*Cincinnati*	*Chicago*
% of U. S. Potential	5.324%	4.333%	8.791%
Sales "Par"	$532,400	$433,300	$879,100
Actual sales	$330,620	$446,304	$721,741
Index of sales performance	62	103	82
"Deficit"	$201,780	—	$157,359

to set sales-territory boundaries is on a statistical basis, or out of the *Survey*. It does suggest, however, that when you've set those boundaries on the basis of all the skill, judgment and experience at your command, it might be a good idea to check the relative potential in each territory before you freeze the boundaries. In setting those boundaries, too, you are likely to find the *Survey* an invaluable source of help. The data on the number of retail outlets of various types, included in the 1948 *Survey* as a new feature, are especially valuable in studying territorial opportunities and work-loads.

2. Where are your sales soft-spots?

One of the marketing "facts of life" which many sales managers still ignore is this: In *any* sales operation, the spread between the strongest and weakest sales territory is likely to be great.

In *many* sales operations, this spread may be as high as 10 or 20-to-1 between the top and bottom links in your sales chain. The *Survey* data make it possible to *locate your sales soft-spots* with a minimum amount of waste motion.

I've had an opportunity to analyze the sales of a great many companies, selling all kinds of products. Those companies all had one thing in common: Prior to the sales analysis, none of them had a planned program for narrowing the gap between what they *were* selling and what they *should have been* selling. The variation in sales yield between top and bottom territory is simply amazing. The company which had done the best job I've ever seen of keeping sales volume in line with potential was doing *three times as good a job in its best territory as in its worst*. Many companies have a spread of *more than 20-to-1* between the top and bottom links in the sales chain. That kind of an unbalanced selling job increases sales cost. The time to correct such a situation is right now.

Here are the simple steps involved:

1. Using a general market index from the *Survey*, determine the percentage of your national potential in each territory.

2. Multiply that percentage by your total sales volume to calculate the *sales par* for each territory.

3. Divide *actual* sales by the *par* for each territory, to get an index of your sales performance in each territory.

4. Subtract your actual sales from *par* for each sub-par territory, to find out the size of your dollar deficit—the number of dollars of sales which separate the job you did in each territory from a just-average job in that territory.

To illustrate with an example, see chart on this page.

Note how this approach spotlights the priority-number of your problems. In the example shown, Chicago has a larger potential and larger actual sales than Cleveland. Both Cleveland and Chicago are below-par. Because Cleveland is further below-par, the deficit—the target of remedial action—is substantially larger in Cleveland than in Chicago.

In using a general market index, the possibility always exists that the index may not fit your product exactly. Unless you are aware of definitely "un-typical" market patterns, however, it's sound practice to use a general index and work toward a specific one which fits your market patterns more closely. If you concentrate on the territories *with the largest deficits*, you'll be "on track." Part, but only part, of the deficit may reflect a bum "fit" of the index. You're

pretty sure to be working on a real problem when you give your big-deficit territories top priority.

3. Are you using sales quotas as a control tool?

Once you have found your sales soft-spots as outlined above, you can begin to set your sales quotas on a more realistic and objective basis. You can use the sales quota as a sales-control tool, to improve your low-performance territories. Here's how that works. Suppose that you have 10% of the industry volume nationally. Where your sales-performance level is around 100, you have about that same size slice of the market.

Where your sales-performance level is down around 50 or 60, your market share is around 5% or 6%. You can hold the carrot in front of the donkey by setting your sales quotas a little higher in low-performance territories than in high-performance territories. This has the effect of narrowing the spread in your sales performance between your best and worst territories.

This is not just a statistical trick; it has real firing-line sales validity. Where you have a smaller share of the market, your volume is further below the ceiling than where your present share is very large. Therefore, your target is larger—that target being the *unsold* potential, or the potential sold by competition. The larger your share of industry volume, the more important this is. A company selling paper specialties on a market-by-market basis found its sales volume slipping. Analysis of sales in relation to potential revealed that the company was suffering from greener-grass-itis. It was neglecting markets in which it had a toehold, in favor of new markets.

The salesmen felt they'd gone about as far as they could volume-wise without tackling new markets. Analysis revealed that sales were strongest where the company's market share was highest; that sales declines occurred primarily in low-penetration markets. Quotas had been set by territories, but not by markets. After analyzing sales performance *by markets,* market quotas were set which reversed this trend quickly.

4. Is sales effort properly allocated within individual territories?

One of the most important applications of *Survey* data is at the level of the district manager, or even down to the sharp salesman who's headed



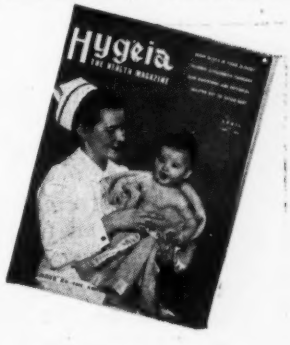
in HYGEIA

THE COST of reaching a thousand HYGEIA subscribers in 1941 was $4.31. Today it is only $2.90—a gain to the advertiser of 48 per cent in seven years of upward moving prices.

HYGEIA has defied the trend! While prices of consumer goods and advertising rates in many national magazines have climbed to an all-time high, HYGEIA's cost per thousand has shown a dramatic drop.

Since 1941, the paid circulation of HYGEIA has advanced from 75,000 to 230,000—today's figure. Meanwhile, HYGEIA's plus readership in doctors' reception rooms, not figured in the rate structure, has reached approximately 3,000,000—a receptive 3,000,000 with time, place and purpose of being there enhancing the value of these readers to the advertiser.

230,000 readers at $2.90 per thousand, plus nearly 3,000,000 highly receptive *extra* readers, is a lot of potential buying power at an amazingly low cost! . . . Write today for complete information.



Hygeia THE HEALTH MAGAZINE OF THE AMERICAN MEDICAL ASSOCIATION
535 NORTH DEARBORN · CHICAGO 10, ILLINOIS



Brief Media Story . . . .

$110.00 . . buys space for a factual description of your product in INDUSTRIAL EQUIPMENT NEWS where it will reach . . .

60,000 . . engineering, operating and production men in all industries . . . total distribution 65,000 copies. Readership 3.6 plant operating men per copy.

85.7% . . in plants rated at $100,000 and over and . . .

88.5% . . of them indicated as most likely to see your advertisement when they check INDUSTRIAL EQUIPMENT NEWS for product news and information and to look for their current requirements.

Ask for "The IEN PLAN" and our NIAA Statement.

The Original IEN FOUNDED 1933 CCA

INDUSTRIAL EQUIPMENT NEWS

Good for SELLING — because Used for Buying.

THOMAS PUBLISHING COMPANY, 461 EIGHTH AVE., NEW YORK 1, N. Y.
Boston - Chicago - Cleveland - Detroit - Los Angeles - Philadelphia - Pittsburgh

for a district-managership. Given a territorial unit, such men face the task of deciding where to apply effort first, where second, and in what proportion. *Survey* index figures for individual territories permit a salesman to be "sales manager of his territory." They permit him to allocate his time and effort in proportion to opportunities, at the same time that they provide important on-the-job training for increased responsibilities. I have found uniformly that the companies which are making the most effective use of the *Survey of Buying Power* are those which see that the figures on each territory are forwarded, *in easily understandable and usable form,* to the men in the field who need them most.

Incidentally, many sales executives do not realize that general market indexes like those in the *Survey* can be used effectively within a region, *even where the index doesn't fit the national market pattern.* I know a sales manager for a firm selling a consumer product with a heavy concentration of volume in the Southwest.

He was having difficulty setting quotas by territories on a realistic basis in that area. I recommended the *Survey* as a guide; he said it wouldn't help, because the consumption in the Southwest was so high that the national potential figures didn't apply. I pointed out that regional consumption variations are usually relatively uniform within a region, except where they are interrelated with city-size factors, and so on. Therefore, the index figures from SM's *Survey* could be used in setting the *relative* values of Tulsa vs. Oklahoma City territories, despite the fact that they would have badly understated Tulsa and Oklahoma City sales opportunities if they had been used in comparison with other markets outside of the region.

5. What does a test mean?

Sales executives are placing increasing reliance on market tests. One of the most difficult aspects of market testing is the problem of projection. Suppose you ran a sales test in three markets, and sold x dozens of this product, or x dollars worth of that one. What does that mean in terms of the national market? Using potential figures on the markets you used in the test, from the *Survey,* projection isn't difficult. Sometimes you may convert your sales into units-per-thousand-population, or units-per-thousand-families, or you may relate the dollar volume to retail-sales dollars. A small-scale test makes it possible for you to evaluate proposed

MORE AND MORE INDUSTRIAL AND COMMERCIAL CONCERNS ARE NOW USING THE ECONOMETRIC INSTITUTE'S FORECASTING SERVICE TO MAKE POLICY DECISIONS

- *The Econometric Institute, under Dr. Charles F. Roos, its Director and Founder, has pioneered in the application to business problems of modern mathematical and statistical techniques of analysis.*
- *Our forecasts have stood the acid test of experience. We have successfully called the turn on the major economic trends of the past ten years.*
- *The Institute offers you a personal consulting service designed to help you make your important decisions on 1) sales potentials, 2) pricing policy, 3) demand and capacity analyses, 4) inventory and other important business problems.*

For information write to: **The Econometric Institute**
21 East 63rd Street
New York 21, N. Y.

changes without losing your shirt in the process; and SM's *Survey* is a real help in developing the interpretation without which a test is meaningless.

Those five applications of the *Survey of Buying Power* suggest some of the ways in which that tool can help the sales manager with his day-to-day problems. There are many other applications. Add them up, and you have a long list of reasons why SM's *Survey* is a desk-book with so many sales managers. Their jobs would be much more difficult without it—and don't think they don't know it! Yours can be *less* difficult, if you'll learn to let the *Survey* help you with your fact-problems.

Part III: How the "Survey" Can Be Used on Typical Advertising Problems

The growing acceptance of SM's *Survey of Buying Power* as an important working tool of sales executives has been stimulated by a change in management attitude toward sales problems. The nature of that change is indicated by the fact that the old refrain, "my business is different," is not nearly so popular as it used to be.

At the management level where sales policies are made and operating principles laid down, the similarities between businesses are much more marked than the differences. Those differences which do exist are more often than not quantitative. They are differences largely of degree. Growing reliance on the *Survey* as a sales-planning tool results from the fact that it is an ideal tool for coping with such differences. Regardless of the type of business you are in, or of the territorial scope of your operations, the *Survey* can be used to help you tailor market facts to fit the arithmetic of your sales activities.

Here is a series of questions which the *Survey* can help you answer. These questions illustrate the flexibility of the *Survey*. By providing market facts down to the sales grass-roots at the county and city level, the *Survey* makes many important contributions to easing the sales manager's burden on problems arising from individual market differences. Use of facts from the *Survey of Buying Power* in evaluating specific market problems, as illustrated in the examples which follow, can pay important returns in increased sales effectiveness.

1. How do your territorial units compare in potential?

Answering this question is the starting point in your sales-control program. You use the *Survey* to develop figures on the *percentage of the U. S. potential* which each of your sales territories, districts, regions, etc., represents.

Your thinking will be in terms of your own sales manpower. You will of course develop figures for each sales territory. Where your number of sales territories is relatively small, however, a finer subdivision is often desirable. Take a company covering the country with 15 or 20 salesmen, as an example. It is not enough to know that the territory covered by Salesman Jones represents 6.2% of the U. S. potential. That's too big a "bite" of factual information for easy digestion. Subdivision makes it easy for Salesman Jones to know which *parts* of his territory represent the major share of his *territorial* potential, and to allocate his time accordingly.

Similarly, when your sales sag in the Jones territory, it is helpful to be able to determine which *part* of the

THE DAKOTA FARMER
Dakotas' Own Magazine
ABERDEEN, SO. DAKOTA

Top Salesman in the Dakota Market

The Dakota Farmer TODAY is the most effective advertising, merchandising and editorial influence in the Dakotas.

FIRST in America's *fifth* farm market.

FIRST in circulation and concentrated readership.

FIRST in 1948 lineage increase of all semi-monthly farm papers.

FIRST in 1948 total advertising lineage, at commercial display rates, from the Dakotas and Minnesota.



The top salesman in the Dakota market Today reaches 100,000 Farm Families who read and respond to The Dakota Farmer. Your advertising message in The Dakota Farmer reaches 70% of all Farm Families in the Dakotas Today!

J. P. MALONEY, *Advertising Manager*

AMERICA'S 5th FARM MARKET!

The Nunn Stations Serve the South and Southwest

These Stations "SELL"

- **KFDA** Amarillo, Tex. (ABC) Howard Roberson, Mgr.
- **WBIR** Knoxville, Tenn. (ABC) John P. Hart, Mgr.
- **WLAP** Lexington, Ky. (ABC) J. E. Willis, Mgr.
- **WMOB** Mobile, Ala. (ABC) Fred Weber, Mgr.
- **WCMI** Ashland, Ky. Huntington, W. Va. (CBS) C. C. Warren, Mgr.

- KFDA, WBIR, WLAP and WCMI . . . Represented by the John E. Pearson Company
- WMOB . . . Represented by The Branham Company
- John G. Ballard, National Sales Director

Market data for Hawaii is on page 588.

Table I

Does Your Advertising Parallel Sales Opportunities?

Territorial Unit	Percent of U.S. Total: Company Quotas	S.M.'s E.B.I. Estimates	Advertising Expenditures
EASTERN REGION TOTAL	41.312%	41.608%	35.654%
Boston District	5.119%	6.123%	4.102%
New York District	12.125	14.132	7.812
Philadelphia District	9.850	10.303	8.931
Pittsburgh District	4.886	3.805	4.107
Atlanta District	9.332	7.245	10.702

territory is lagging. Since you build up territorial totals from the *Survey* by the process of combining county figures, it is relatively simple by the use of sub-totals to develop as much additional data on each territory's component parts as you need for effective control.

2. Do you have potential figures, and maintain sales records, on the logical marketing units in your industry?

There is always a temptation to think of your company's sales-territorial pattern as existing in a vacuum. Your district boundaries are set, you credit your sales to them—and that's that! If your territorial boundaries have not been revised since pre-war, they may be out-of-step with recent shifts in potential, customer location, etc.

But even if your territories have been revised to improve alignment with post-war sales opportunities, they may not be closely interrelated with the logical marketing patterns currently existing in your industry.

As an example, consider the manufacturer selling a grocery product. Whether the manufacturer likes it or not, his product is going to flow through established wholesale and retail channels. Wholesalers' operating areas are going to be the same on his product as on related and competing products. Failure to take those operating areas into consideration in planning sales and advertising effort can lead to important gaps in sales coverage, and to misleading pictures of volume distribution territorially.

A sales territory on a grocery product which included four major wholesaling centers, all near the edges of the territory, might look awfully good—on paper. Reason: Sales credited to the wholesale centers lapped over into adjoining territories. The salesmen in those territories are "credited" with potential they cannot sell, because of the flow of wholesale trade.

To avoid being misled by such factors, alert sales executives often invest time in two preventive steps. First, they use SM's data on retail and wholesale trade, and published data on established trade patterns such as the wholesale grocery, drug, and dry-goods trading areas to be sure that their territorial boundaries are not conspicuously out-of-step with trade patterns. Second, they take the precaution of maintaining sales

Table II

Does Your Advertising Fit the City-Size Pattern of the Market for Your Product?

City-size group	% of Market	% of Proposed Media Circulation
100,000 and over	25%	46%
10,000-100,000	18	20
Under 10,000	30	26
Farm	27	8
Total	100%	100%

records on two territorial bases. Sales are totaled for salesmen's territories; and independently for such units as wholesale grocery areas, or other relevant units. Once the machinery is set up for reporting sales on such a dual basis, little effort is required to maintain the flow of figures. Often the figures on units other than the company's sales territories are summarized less frequently. An annual or semi-annual review is often enough to prevent sales soft-spots from developing. Having such supplementary figures available is of tremendous help in diagnosing a problem sales situation.

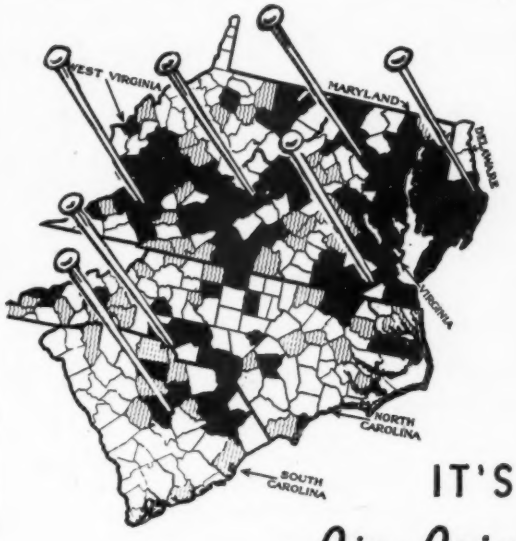
3. Does your advertising parallel your sales opportunities?

One of the most widespread uses of *Survey* data is as a tool in selecting a pattern of advertising media to use. The distribution of potential by territories is worked out from the *Survey of Buying Power*. Various combinations of media are then compared with that pattern of potential to see which provides the closest parallel. It is not always possible to achieve a perfect balance between the distribution of your media circulation, hence your expenditures, and your potential. Where this type of analysis reveals major maldistribution of advertising effort, however, remedial action is often indicated. This might take the form of supplementary additional media to strengthen weak spots in your basic-media coverage.

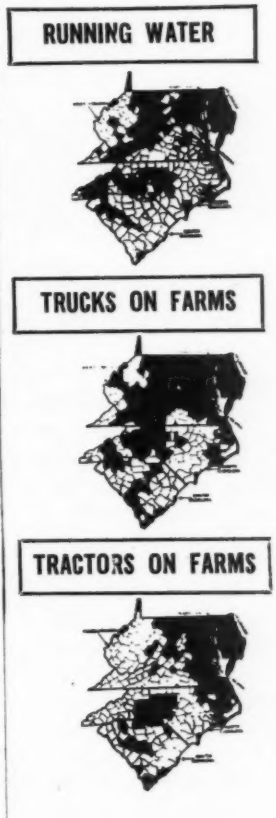
Table I (see page 52) demonstrates this use of *Survey* data with a specific illustration. This table shows the proportion of a company's sales quotas which were in the first districts in the Eastern Region.

It shows also the figures on *Effective Buying Power* from the *Survey*, and the distribution of company advertising according to one plan under consideration. It is apparent from this table that the entire region was being allocated a smaller proportion of total advertising revenue than its potential would suggest. The details by districts show that the New York district in particular was being slighted. Supplementary advertising within the New York district brought the company's expenditures more closely into line with opportunities.

Although this use of *Survey* data is widely known, particularly since it was illustrated so effectively in Arthur Hurd's SM series on "How to Increase Sales Through Better Media Selection," there are refinements which are not so widely recognized. Those refinements greatly in-



IT'S TIME TO
Pin-Point YOUR SALES



When goods and services were scarce, "across-the-board" purchase of advertising media with its buckshot coverage was the accepted strategy. But today, the SALE's the thing and all selling is done at the local level, over the counter or at the door. It is time to select your market carefully and choose the medium that best covers your most likely prospects.

There's a 2 billion dollar farm market at the TOP of the South and THE SOUTHERN PLANTER is the farm paper best qualified to reach more than 360,000 producers of this wealth. The average cash income per farm in SOUTHERN PLANTER Land has grown more than 3½ times in 10 years. There is more ready cash in this area today than at any time in history and THE SOUTHERN PLANTER'S memory goes back more than a hundred years. Here is your finest market for farm machinery, trucks and passenger cars, farm production supplies of all kinds, home fixtures and appliances.

Write now for circulation and market data you should have before you make up your next advertising schedule.

THE SOUTHERN PLANTER, Richmond 9, Va.
441 Lexington Ave., New York 17
333 N. Michigan Ave., Chicago 1
West Coast Representative: SIMPSON-REILLY, LTD.
Los Angeles, San Francisco, Seattle

SERVING THE TOP FARMERS AT THE TOP OF THE SOUTH



The SOUTHERN PLANTER
America's Oldest Farm Paper — Established 1840

More farm families in this area read *The Southern Planter* than any other farm paper.

The **Largest-Selling** mass men's magazine

is the **LEGION MAGAZINE**

ABC Net Paid Circulation
(Period ending December 31, 1948) **3,031,838**

Is "mass magazine" space getting *too* costly for your men's product budget?

LOOK AT THESE FACTS

1. More men *read* each 100 copies of the *American Legion Magazine* than any other "mass magazine," says Starch.

2. The *American Legion Magazine* costs only $1.90 per 1,000—less than any other mass magazine for men.



THE AMERICAN LEGION MAGAZINE

If these facts intrigue you, drop a "collect" wire for full details to:

Mr. Fred Maguire, Adv. Dir.
American Legion Magazine
1 Park Avenue
New York City

crease the usefulness of *Survey* data, and tend to prevent sales problems resulting from holes in your media coverage patterns. Essentially, those refinements consist of the extension of analysis of the relationship between advertising and potential into smaller territorial units and particularly into individual local markets. Another media plan for the company mentioned above had a higher proportion of total advertising dollars in the Eastern *Region,* and a much higher proportion in the New York *district,* yet failed to provide adequate coverage of the Metropolitan New York *market.*

Analysis of potential by individual markets revealed this weakness. If it had not been detected, a serious competitive weakness in the Nation's No. 1 market might have developed for this advertiser.

4. Does your advertising plan fit your market on a city-size basis?

Analyses of the relationship between advertising distribution and potential are very tricky on some products. This is particularly likely to be true where a marked city-size pattern exists.

Table II (see page 52) illustrates such a situation. This company had established the city-size division of the market for this product through consumer research, and learned that cities of 100,000 and over represented only 25% of the total. Farmers, by contrast, consumed 27% of the total. A program of national media advertising was being considered. Analysis of the coverage pattern of the media included in this program revealed a markedly "out of step" pattern on a city-size basis. The proposed program would have placed 46% of the advertising against 25% of the potential in large cities, and only 8% of the advertising against 27% of the potential on farms. Supplementary use of farm publications stepped up farm coverage in line with farm-market opportunities.

Figures on the distribution of the market for your product by city-size groups can be developed by using *Survey* data weighted for varying consumption rates by city sizes where those consumption rates are known.

A word of caution about the use of *Survey* data in planning media coverage of the farm market is in order. Retail sales cannot be made where there are no stores; and there are few stores on farms. Consequently, the purchases of farm families usually show up in the retail sales of market centers, which has a tendency to under-state the farm-market opportunity. If your product is being purchased in above-average amounts by farmers, your coverage should be built up to a higher level in farm areas than the retail sales of those areas indicate to be necessary.

Your problem is to keep urban-market cash-registers tinkling with farm dollars spent for your product. Your solution is to do your selling job where farmers *live,* rather than just where they spend their money.

5. Does your advertising leave key markets with inadequate coverage?

Your national sales total is just the total of a lot of individual markets put together. Markets which are large enough to represent a significant proportion of your potential and actual volume deserve individual study. You can no longer afford to assume that a national media program blankets the country. A consideration of just how light or heavy your coverage of individual markets is will often prevent you from exposing your flanks to alert competition.

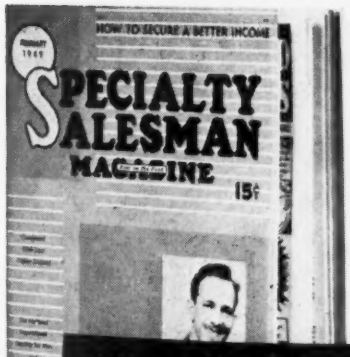
SALES FALLING OFF?
WANT NEW OUTLETS?

THE LOW-COST, QUICK WAY TO

National Sales

IS THROUGH THE READERS OF

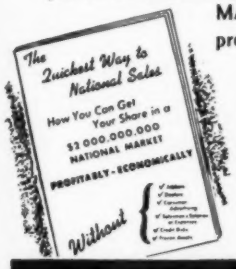
The pioneer publication
now in its 34th year



THIS IS THE MAGAZINE THAT TRAINS AND INSPIRES ITS READERS TO GO OUT AND SELL YOUR PRODUCTS

The magazine that delivers the right kind of sales man-power to sell your product

Here's a nation-wide, fully trained sales force ready to go to work for you NOW. Thousands of independent salespeople with established contacts selling all types of products to millions of consumers, institutions, hospitals, hotels, service stations and scores of retail outlets. Direct selling is BIG business—a multi-billion dollar market! No selling expense on your part! These independent salespeople buy your product from you for CASH, then go out and sell it. They are pre-trained by SPECIALTY SALESMAN MAGAZINE—their business bible. They are always looking for new products to add to their lines.



Find out if your product is suited to Direct Selling.

This booklet answers all your questions. Here's a wealth of helpful information for agencies and sales executives to guide them in selling products by direct Salesmen. Write for your copy.

The oldest, most responsive magazine in the Direct Selling Field that delivers the

WORLD'S LARGEST SALES FORCE

to sell your product through

Distributors, Crew Men, Wagon Jobbers, Store Route Men and other independent salespeople—thousands of men and women all over America.

SPECIALTY SALESMAN MAGAZINE 307 N. Michigan Ave., Chicago 1
420 Lexington Ave., New York 17

There are three major reasons for considering the use of local media to supplement a national or regional effort.

First, the market in question may be a "blind spot" in your national program. Typical of this situation is a program in which the Sunday Supplements are an important element. Some markets don't have Sunday Supplement distribution; the use of substitute media to increase advertising pressure in those markets is standard practice in many space-buying operations.

The second reason to be considered is that there may be an unusually strong consumer franchise developed which you must protect. If your share of the market is very high, the market may contribute more of your total sales volume than its normal "potential" would indicate. The use of additional advertising funds to protect that franchise is sound practice. The third reason relates to competitive activities. If a competitor is "throwing the book" at a market promotionally, and that market is important to you, you'll probably want to consider ways and means of preventing that promotion from undermining your market share.

The *Survey of Buying Power* is a versatile and useful tool in determining which local markets warrant special attention, and how much. Base your calculations on an accurate picture of market potential. Get down

HOW YOU CAN Add . . . FORCE TO YOUR ADVERTISING!

Advertise in local newspapers. They give you

1. Intensified reader interest.
2. Selective coverage of your key city markets.
3. Selling pressure where you want it.
4. Better identification with your local outlets.
5. Enthusiastic dealer support.
6. Advertising that pays off right away!



WW
WALLACE WITMER CO.
MEMPHIS NEW YORK CHICAGO BOSTON

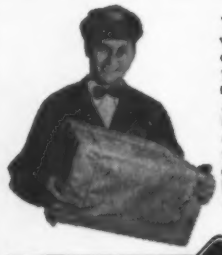
RAILWAY EXPRESS AGENCY

One Charge

for this COMPLETE dependable shipping service!

RAILWAY EXPRESS charges cover *everything* . . . pick-up and delivery in all principal cities and towns, receipt protection, automatic valuation allowance. *You know where you stand* when you use this dependable service. You deal with one responsible carrier, geared to meet your exact industrial and personal shipping needs with fast, *economical* rail-air service.

Whether you're the *sender* or the *receiver*, it's sound business judgment to say, *"Ship it RAILWAY EXPRESS!"*



The Railway Express vehicleman who calls for and delivers your shipments is a member of a typical *American* way business providing an essential service to your community. His efficient, courteous help is always available when needed.

RAILWAY EXPRESS AGENCY

NATION-WIDE RAIL-AIR SERVICE

to cases—and I mean cases of your product.

Figure out from *Survey* data just what the annual potential of the market is. Get out your sales figures and see how many cases of that potential you sold last year. Estimate how many you're likely to sell this year.

Figure out what you are spending per case to sell the product in that market. Figure out how much you can afford to invest *in that market* to get the additional potential which you might reasonably expect from a stepped-up promotional program.

With the *Survey*, you have great flexibility in this type of estimating. This is true whether you're using the *Survey* in planning media coverage on a market-by-market basis or in evaluating markets with an eye to supplementary promotional needs. If you are considering the use of a particular radio station, you can work out the potential of the actual area that station covers. If you're considering the use of two papers, one largely distributed within the city limits and one fanning out to a much greater extent, you can consider the actual potential to which each applies.

You can get the *Survey's* own 1949 U. S. sales planning map

This year's edition of SALES MANAGEMENT'S popular five-color *County Outline Retail Sales Map* of the U. S. provides a graphic guide to all the nation's markets for use in sales and advertising planning. Measuring 37 x 41 inches and suited for either wall or desk use, the 1949 *County Outline Map* is based on "Survey of Buying Power" figures and includes all the following features:

All Metropolitan County Areas outlined in red.

All counties shown in one of five colors according to their 1948 retail sales.

Top counties with sales over ¼ billion marked with a star.

472 leading U. S. cities shown with an index to their latest population level.

Blown up projections of congested areas.

Orders will be accepted now for copies of the 1949 *County Outline Retail Sales Map.* The price is $3.50 each, or $2.50 each in quantities of two or more. All maps will be mailed postpaid in heavy mailing tubes.

Sales Management

386 Fourth Avenue, New York 16, N. Y.

Rainbows Sell Faster with COLOR



Package illustrated:
Rotogravure printed
MST Cellophane.

Nothing tempts the appetite like true full color. And Strietman's Rainbow Assortment of fine cookies sells faster in the colorful new Milprint package that looks as good as these delicious cookies taste.

If you make a packaged product it will pay you to talk to your local Milprint man and get his suggestions for package improvements. He works with the widest choice of packaging materials and printing processes available from a single source. He commands a large staff of the nation's foremost creative packaging artists.

The services of these specialists are yours at no extra cost so why not call or write today!

**This insert produced by Milprint, Inc., Lithographing Division.*

Milprint INC.
PACKAGING MATERIALS
LITHOGRAPHY & PRINTING



GENERAL OFFICES, MILWAUKEE, WIS.
SALES OFFICES IN ALL PRINCIPAL CITIES

MILPRINT Helps You All the Way

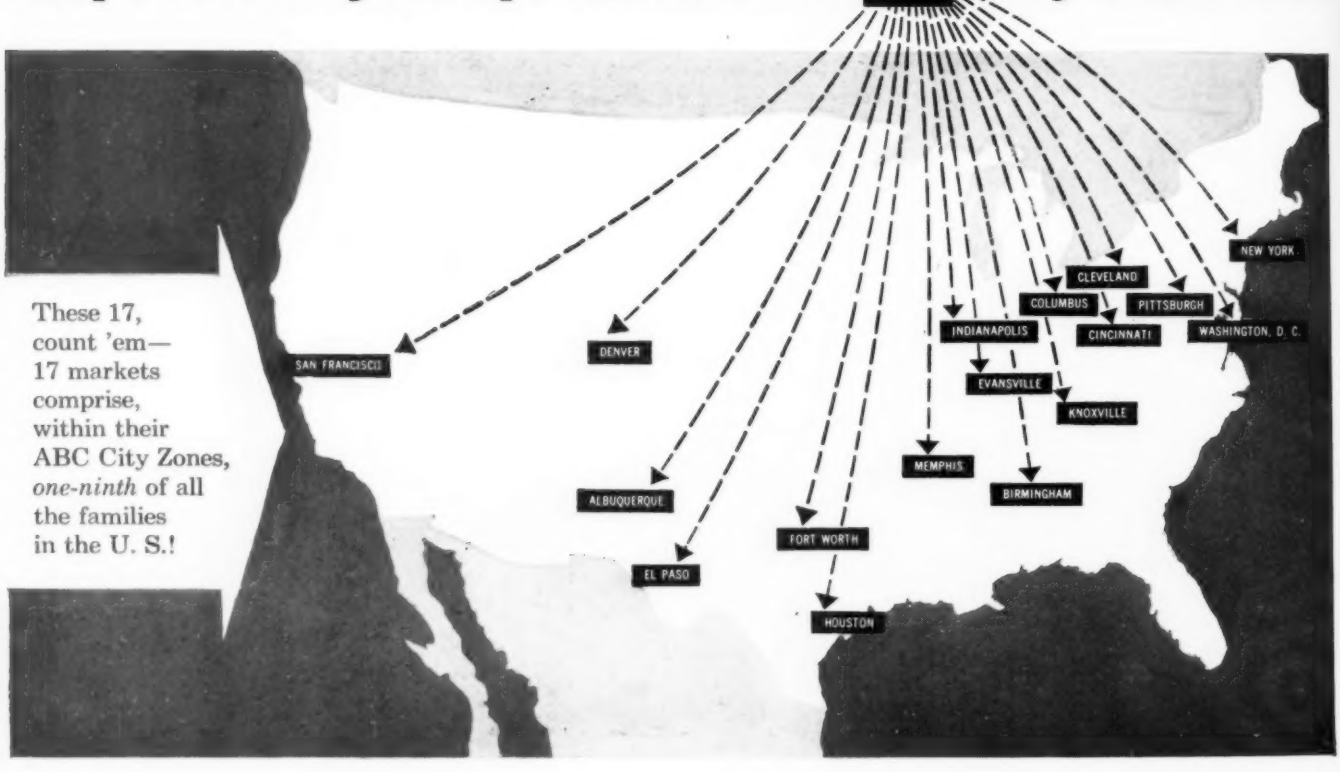
Milprint's merchandising experts will help you build a complete merchandising campaign around your package line with well planned lithographed displays, booklets, broadsides — all types of printed promotional material.

1949 OUR 50th YEAR

Printed Cellophane, Pliofilm, Acetate, Foil, Glassine, Plastic Films, Lithographed Displays, Printed Promotional Material.

One Source

helps solve your problems in 17 key markets



These 17, count 'em— 17 markets comprise, within their ABC City Zones, *one-ninth* of all the families in the U. S.!

NO TWO OF THESE MARKETS ARE ALIKE . . .

- Each is a large market in its own right—as to location, size, and industries.
- Each has its own set of marketing problems, its own group of retail stores and regional brands.
- Varying climatic conditions, distances from sources of supply, and differences in people and occupations all emphasize that each market must be considered separately. However . . .

ALL 17 MARKETS HAVE THESE THINGS IN COMMON . . .

- There is a Scripps-Howard newspaper or newspapers in each one.
- Scripps-Howard and all its representatives stand ready to supply the necessary data that will help you evaluate each market . . . and decide how best to build distribution and sales economically and profitably. That *is* Scripps-Howard. That is real help for you in solving *your* marketing problems.

thus, *One Source* can help you solve your problems in 17 of America's finest markets . . .

SCRIPPS-HOWARD NEWSPAPERS

NEW YORK	*World-Telegram*	COLUMBUS	*Citizen*
CLEVELAND	*Press*	CINCINNATI	*Post*
PITTSBURGH	*Press*	KENTUCKY	*Post*
SAN FRANCISCO	*News*		*Covington edition, Cincinnati Post*
INDIANAPOLIS	*Times*	KNOXVILLE	*News-Sentinel*



DENVER	*Rocky Mt. News*	EVANSVILLE	*Press*
BIRMINGHAM	*Post*	HOUSTON	*Press*
MEMPHIS	*Commercial Appeal*	FORT WORTH	*Press*
MEMPHIS	*Press-Scimitar*	ALBUQUERQUE	*Tribune*
WASHINGTON	*News*	EL PASO	*Herald-Post*

General Advertising Department, 230 Park Avenue, New York City

Chicago San Francisco Detroit Cincinnati Philadelphia Fort Worth

WHERE RETAIL SALES GAINED MOST, 1948 OVER 1939

1948 retail sales of $130.5 billion gained $88.5 over the 1939 total, for an index of 311



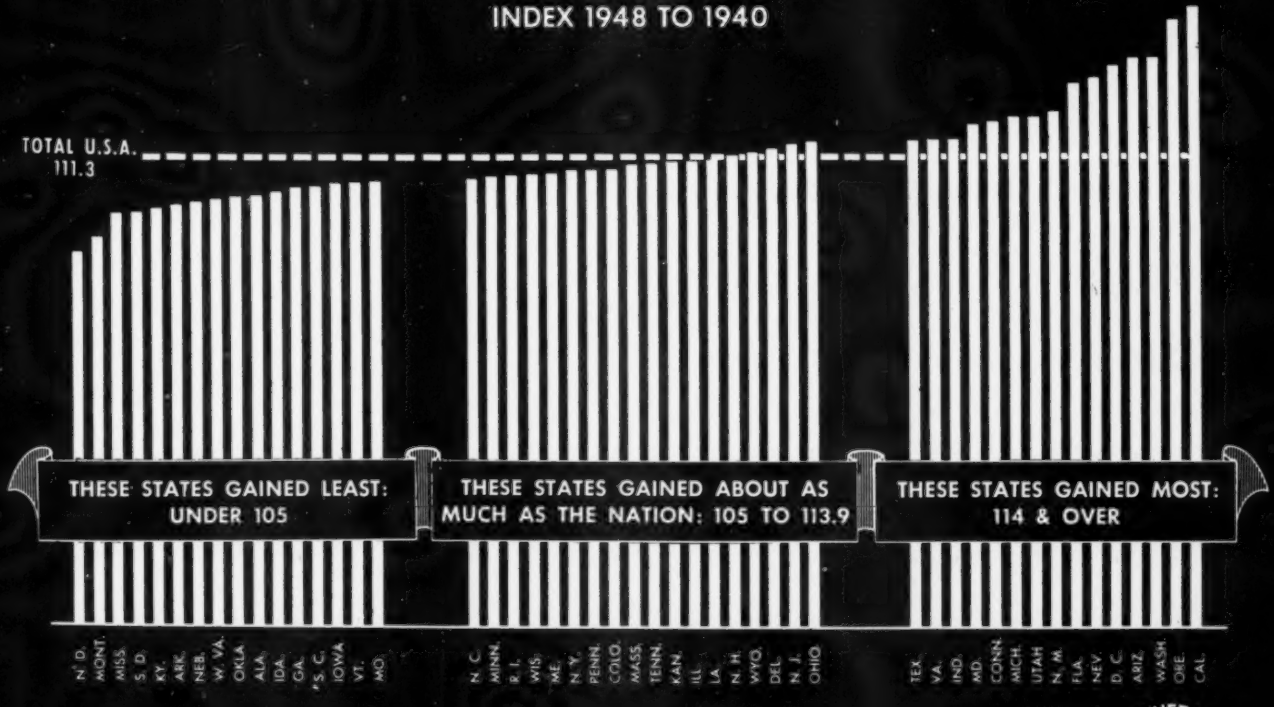
LEGEND

- OVER 360
- 330 - 359
- 290 - 329
- UNDER 290

Source: Research Department of SALES MANAGEMENT

WHERE POPULATION HAS INCREASED MOST SINCE 1940

INDEX 1948 TO 1940

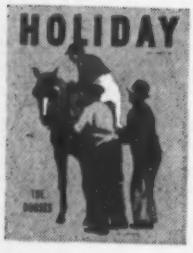


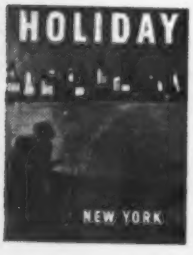
PICTOGRAPH BY Sales MANAGEMENT 3-10-49

Source: Bureau of the Census

THE CHARTMAKERS INC.













Report from HOLIDAY





ON Wednesday, March 16, the April issue of Holiday went on sale. In a great many places, as far apart as New York City and Pasadena, California, all copies were gone by noon. Within three days it was almost impossible to buy a single copy anywhere despite the fact that we printed more copies than ever before.

Now it might seem that this heavy demand was due to the subject matter of the issue. The entire April Holiday was devoted to New York, which is a place that people never seem to tire of reading about. No doubt this was a factor. But, if we may say so, it was not the most important factor. The demand has exceeded the supply before, and we expect it will do so again. Net paid circulation is now averaging more than 820,000. The May issue now on the newsstands is already off to a fast start.

No, we think that the real reason becomes apparent when you read *any* issue these days. The fact is that Holiday has come of age. This magazine has grown up and learned to stand on its own two feet. It has found its own devoted family of readers, and they have found it. Each has come to enjoy and appreciate the other.

From the beginning, it was clear that the Holiday idea had tremendous vitality. It was wanted. It was welcomed. And that welcome has increased with every issue.

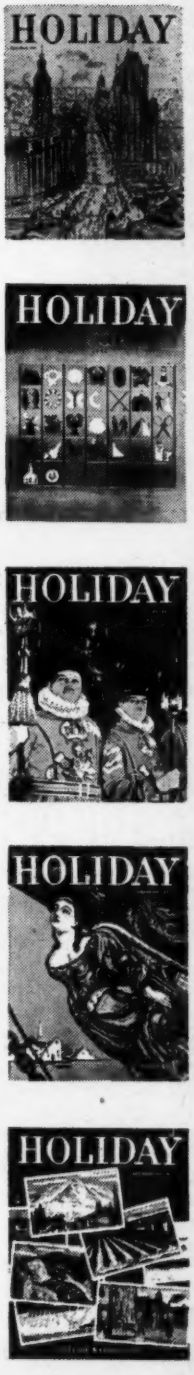
We were always determined to be more than just a "travel" magazine. And each new issue makes clearer, we hope, that a global interest in people and places and things *includes* travel just as it includes the food people eat, their politics, homes, clothes, and customs.

As the months and years have gone by (three years and two months), we have learned more about our readers and what they want. We have learned how to make this a part of our editorial aims. We have learned how to dig still deeper for knowledge and understanding and, we hope, how better to convey this knowledge and understanding. In this effort we are grateful for the contributions of an increasing number of the nation's outstanding writers and artists.

We have gained a very special audience, for which we are also grateful. They are alert, imaginative, critical—eager for a full life, temperamentally and economically able to go after it and to enjoy it.

Our advertisers have understood this from the start. Their understanding has been richly rewarded by a responsiveness that is a phenomenon in the publishing business. As a result, advertising in Holiday has grown steadily. Advertising revenue increased 80.9% in 1948 over 1947. And in the first quarter of this year, it went ahead another 65%.

Naturally, we are proud of these figures. But we are more proud of the fact that Holiday has found its own place in the American scene. It is a new place, never previously occupied. It is a place of opportunity and responsibility, and we intend to deserve the one and to live up to the other.





1948 RETAIL SALES PER FAMILY

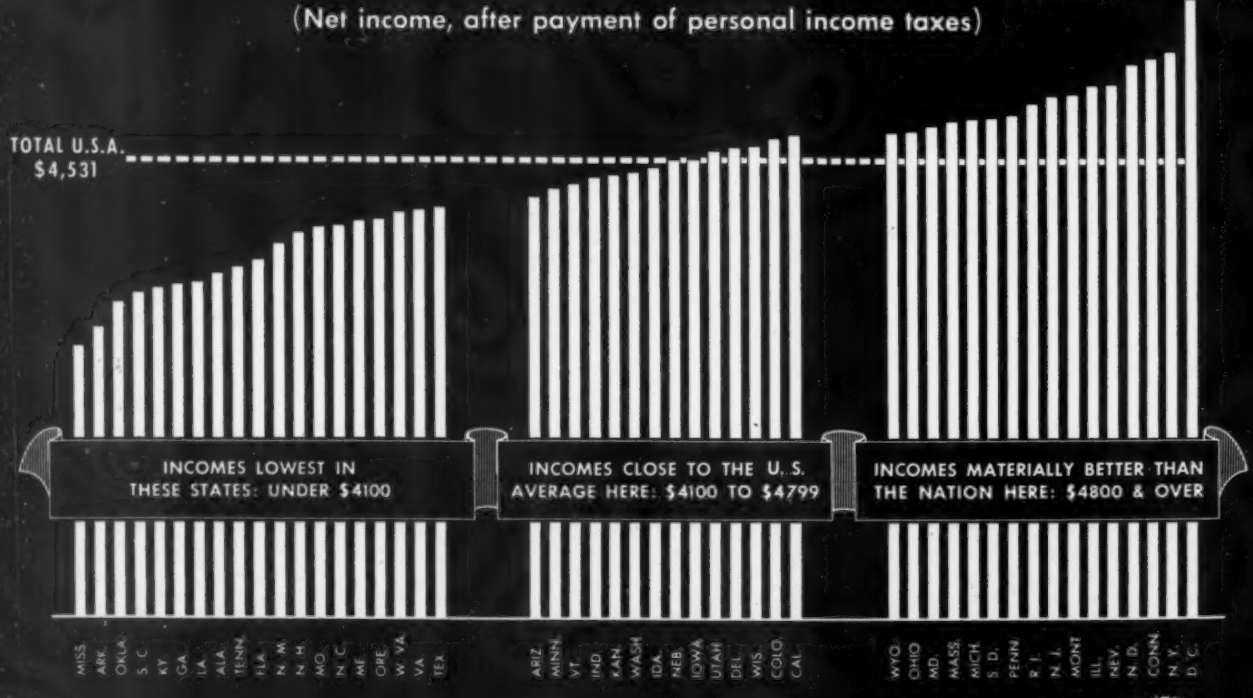
Farm states (and the D. of C.) captured the leading honors



Source: Research Department of SALES MANAGEMENT

WHERE FAMILY INCOMES WERE GREATEST IN 1948

(Net income, after payment of personal income taxes)



PICTOGRAPH BY Sales MANAGEMENT 5-10-49

Source: Research Department of SALES MANAGEMENT

THE CHARTMAKERS INC. Art PRESENTATIONS

We knew it was good

but ... we didn't know it was this good!

"I think we finally have a real sports magazine ... I would hate to miss a single copy." — Alvin Helfer, commentator, Station WLW, Cincinnati.

"I've got a hunch Sports Illustrated ... sets a new standard in the sports magazine field." — Furman Bisher, Sports Editor, The Charlotte News (N. C.).

"The first issue of Sports Illustrated ... is a beauty, not only for its pictures but for the special stories." — Boston Herald, Bob Dunbar, columnist.

"A 'must' for all sportsmen everywhere." — The Bowling News.

"Stan Woodward has done a fine job with his first issue of Sports Illustrated." — Leonard Cohen, Sports Editor, New York Post Home News.

"Every sports fan ought to go down and buy a copy of Sports Illustrated." — Dolly Stark, sports telecaster, CBS-TV.

"It will fill a long felt need in the sports field." — John B. Browning, sports director, WSPB (Sarasota, Fla.).

"This ... is a smash hit." — Tom O'Reilly, columnist, The Morning Telegraph.

"It's a new slick magazine ... and it's a dandy." — Jack Sterling, WCBS (New York).

We knew we had something in SPORTS ILLUSTRATED ... a bigger, better, *different* magazine that brought the whole world of Sports to its readers. But, we've been bowled over by the praise, the cheers, the enthusiasm rolling in from coast to coast ... from readers and sports authorities of press and radio. Here are just a few of the comments on the first issue that ought to convince anybody SPORTS ILLUSTRATED is *the* magazine in the sports field:



Get your share of this 5 billion dollar Sports Market

The sports field, spectator and participant, is growing so fast that more than $5,000,000,000 will be spent on sports this year! Get the *cream* of this market with the big, new magazine that tops the field: SPORTS ILLUSTRATED.

Dell Publishing Company, 261 Fifth Ave., New York 16, N. Y.

And the public agrees with the experts

First issue of Sports Illustrated virtual sellout on newsstands



She reads
House Beautiful
because
she loves fine
furniture

and she buys more
because
she reads

House Beautiful

The magazine that creates <u>more</u> Sales Action

Retail Acceptance Gauge to Magazine Productivity

Many manufacturers verify their own selection of national media by polling their dealers' opinions on the subject. This is done with the idea in mind, of course, of using those magazines for national advertising that will inspire the greatest dealer enthusiasm and support. But manufacturers also appreciate the fact that dealers are in a position to judge accurately the selling impact of magazines. Retailers know what their customers are reading, which magazines are most influential in shaping their tastes and desires.

What Magazines Do Retailers Read?

It is logical to assume, then, that the magazine most read by retailers is the one that these retailers have learned, through their close association with the public, carries the greatest influence with their customers.

Today, more than 50,000 persons in the retail trades are subscribers to *House Beautiful Magazine*. On the basis of published statements, *House Beautiful* has more subscribers among retailers than any other magazine published. The answer to this is obvious. These retailers know that in order to be well informed on all subjects having to do with home improvement, they must read the magazine that is accepted by consumers as being most authoritative on these subjects.

Retailers' Own Advertising Reflects Magazine Acceptance

Another accurate means of appraising retailers' enthusiasm for a national magazine is by the amount of their own advertising they devote to tying in with merchandise featured in that magazine.



DON'T LET YOUR WIFE READ HOUSE BEAUTIFUL *unless you want her to buy furniture*

Year after year, *House Beautiful* receives more of this voluntary commendation by dealers than any other magazine in the home field. During 1948, according to the Advertising Checking Bureau, retailers across the country devoted 2,371,013 lines of advertising to selling ideas suggested by the pages of *House Beautiful,* crediting the source in each of the 4,366 advertisements that made up this total to that magazine.

This was more than double the amount of tie-in activity given by retailers to any other magazine in the home field.

More than a million lines of this tie-in advertising is directly attributable to the "BETTER your home... better your LIVING" theme, a nationwide crusade for home improvement inspired by *House Beautiful.* Now in its fourth year of growth, this crusade is the greatest single merchandising theme ever to hit the home furnishings industry.

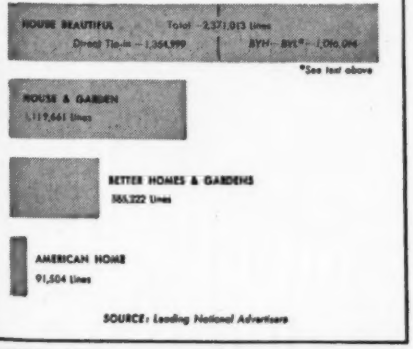
Retailers as National Advertisers

There is still another means by which retailers express their confidence in the sales producing potentiality of a magazine. That is by the degree to which they themselves use that magazine for their own national advertising.

During 1948, retail stores spent more than a million dollars in the pages of *House Beautiful,* according to PIB. This is almost twice as much as retailers spent in any other monthly magazine.

RETAILER NEWSPAPER TIE-IN ADVERTISING

ALL HOME MAGAZINES... 1948



SOURCE: Leading National Advertisers

WANTED

Sales managers, advertising managers, account executives, media buyers and all others interested in peering into the thoughts and reactions of 3,500 home furnishings shoppers in department stores. Write, wire **House Beautiful Magazine, Box 901,** *572 Madison Avenue, New York 22.*



He reads
House Beautiful
because
he sells fine
furniture

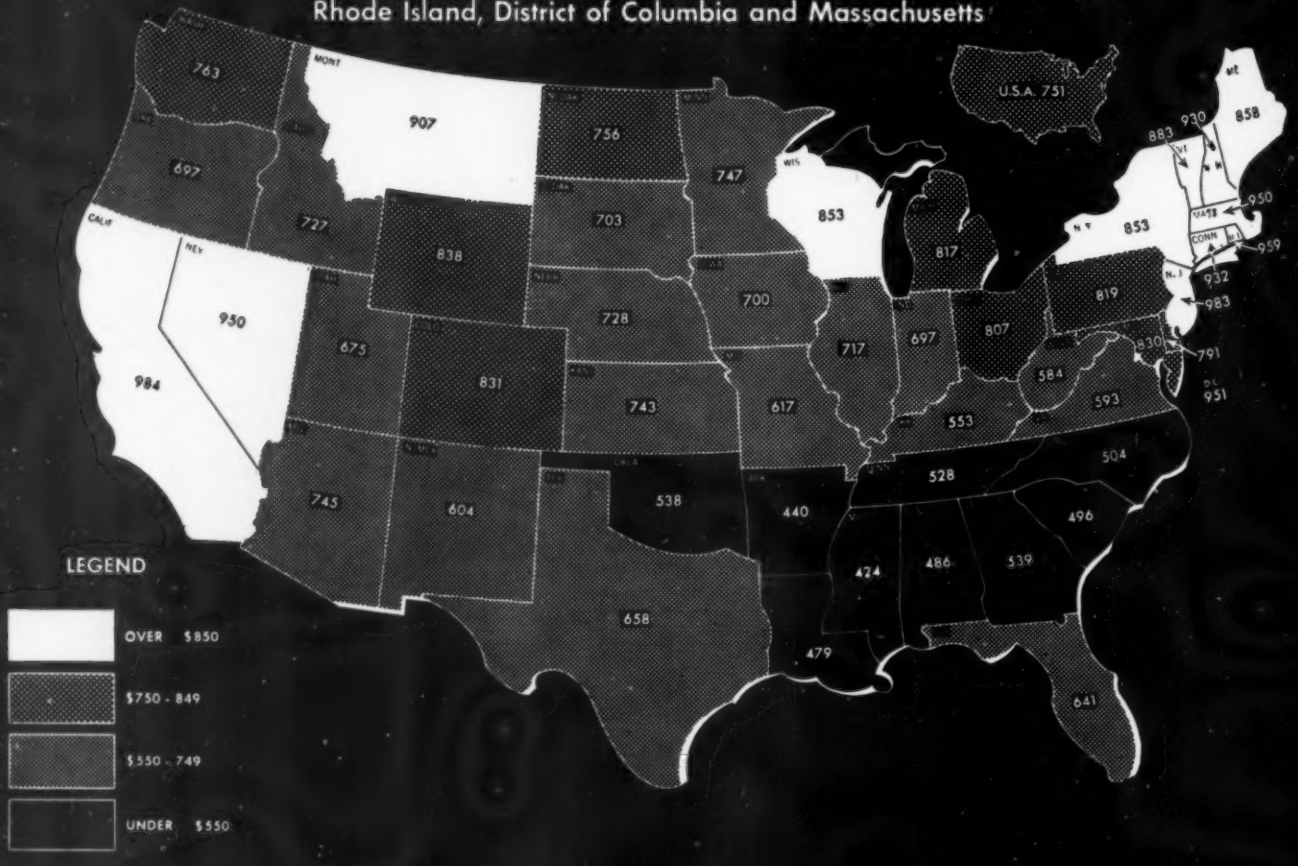
and he sells more
fine furniture because
he reads

House Beautiful

The magazine that sells <u>both</u> sides of the counter

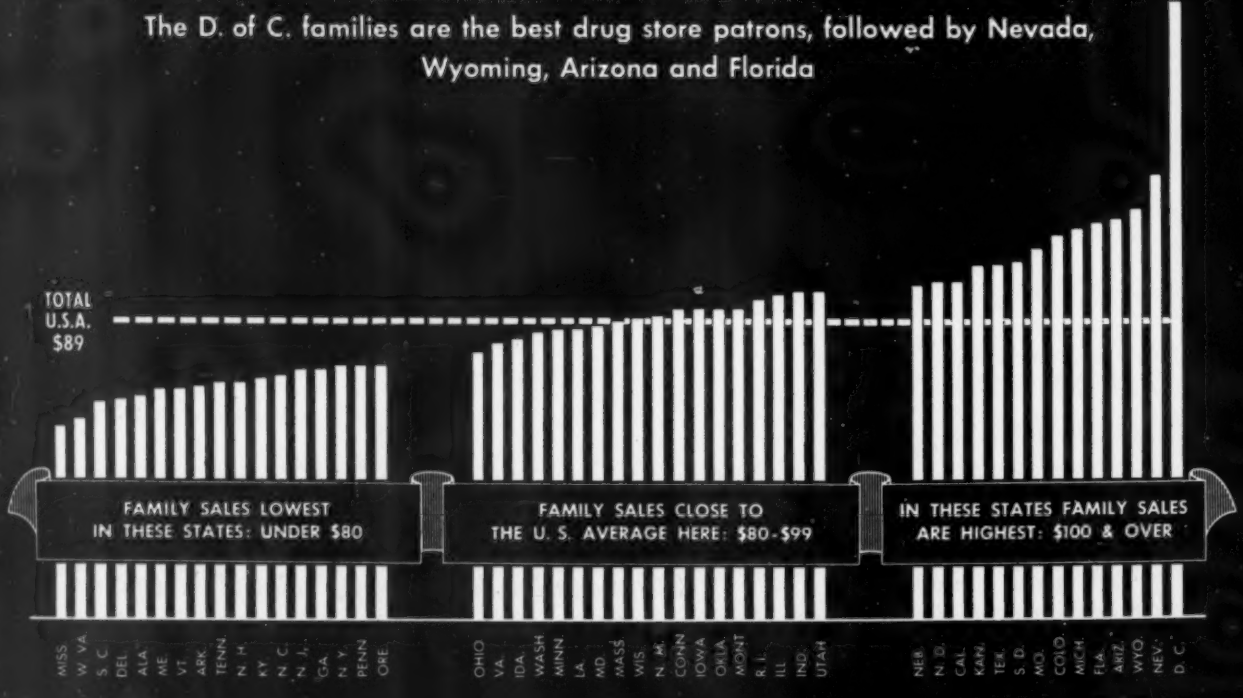
WHAT FAMILIES SPENT IN FOOD STORES IN 1948

California and New Jersey families were leading eaters, followed by Rhode Island, District of Columbia and Massachusetts



WHAT FAMILIES SPENT IN DRUG STORES IN 1948

The D. of C. families are the best drug store patrons, followed by Nevada, Wyoming, Arizona and Florida



PICTOGRAPH BY *Sales* MANAGEMENT 5-10-49

Source: Research Department of SALES MANAGEMENT

THE CHARTMAKERS INC.



HERE'S WHAT *National Transitads* CAN DO FOR YOU

Thousands of local advertisers long ago judged TRANSITADS by the ringing of their cash registers — that's why they continue to use TRANSITADS.

National advertisers, like Wrigley, Sunkist, Luckies, Lever Brothers, Curtiss, Armour, Best Foods, Pepsi Cola — scores of other smart advertising buyers found out TRANSITADS gave them —

UNBEATABLE COVERAGE — 93% of all families have transit riders who are exposed to TRANSITADS for an average of 112 times a month per family. 8 out of 10 adults ride an average of 35 times a month each. Housewives, husbands, teen-agers — all transit riders — all exposed to TRANSITADS on every ride.

IMPRESSIVE SIZE — Plenty of space on a TRANSITAD to tell a selling story for your product, or show a package, or a use, or appetite appeal — there's space to do it on TRANSITADS.

AMAZING READERSHIP — And why not? Transit passengers' average ride is 27 minutes. Plenty of time to read TRANSITADS. Readership scores as high as 45% *after* "confusion control." The unbiased facts — collected by the Advertising Research Foundation, sponsored by the AAAA and ANA, will amaze you.

BEAUTIFUL, VIBRANT COLOR — Use as many colors as you like. There is no extra space cost. Whether silk screen or four-color process — use beautiful, vibrant color for exact package identification, appetite appeal — equal to finest art printing.

TREMENDOUS LOCAL IMPACT — Not only coverage but repeated repetition. Every ride an exposure to TRANSITADS — housewives ride 27 times a month, husbands 44, teenagers 42, other men 46, and other women 42 — in the family group.

UNUSUAL FLEXIBILITY — No other general medium can give you such flexibility of use. You can use a full run, a half or a quarter. You can use 28", 42" or even 14" cards. In some of our markets you can even use only certain sections or areas to fit your distribution, step by step. You can use one market, or a dozen, or all of them. Use TRANSITADS where you need sales.

STRIKING MERCHANDISING POSSIBILITIES — When you tell your dealers you are using TRANSITADS — when you show them life size, colorful samples — dealers stop, look and listen. They're different from what they've seen so many times before. They know 8 out of 10 of their customers will be exposed, they know every bus or streetcar in front of their stores carries a thousand people a day. Remember, they pay higher rents to be located on transit routes.

INEXPENSIVE POINT-OF-PURCHASE — Use same plates to provide TRANSITAD-size window banners, provide TRANSITADS for in-store or window display purposes. Merchants like them because it identifies their store as the place to purchase what customers just read about before leaving the bus or streetcar.

LOW COST TO DO A BIG JOB — Did you know it only costs 8 cents, or less, a thousand TRANSITAD exposures to use this tremendously effective medium? (Many markets as low as 4 cents or 5 cents a thousand.) TRANSITADS can fit the leanest budget because TRANSITAD-vertising is a by-product of essential local transportation.



DO THIS NOW — SO YOU WON'T FORGET IT **— Phone or write — "Let's see the proof." You won't obligate yourself in any way — but you will get some material that is sure to be an eye-opener. There's a NATIONAL TRANSITADS man near you to serve you.**

NATIONAL TRANSITADS

400 NORTH MICHIGAN AVENUE · CHICAGO 11, ILLINOIS
366 MADISON AVENUE · NEW YORK 17, NEW YORK

WHATEVER YOU SELL

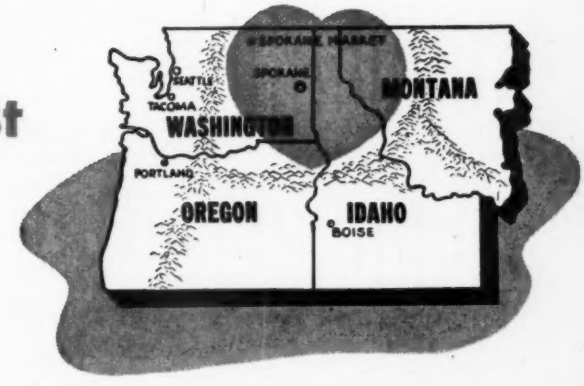


More than 900,000 buy-minded people live in The Big Spokane Market!

The Spokane Market

is a must

For A Full Sales Quota In The Pacific Northwest



Whatever you sell in the Pacific Northwest, brightest spot of the West—*the Spokane Market is a must for a full sales quota!* Composed of parts of four states, and populated by more than 900,000 prosperous people, the Spokane Market is a region as large as New England bounded on all four sides by giant mountain ranges. It is an independent market of tremendous size and wealth—a big producer and a big consumer.

The Spokane Market
HEART OF THE PACIFIC NORTHWEST

Retail Sales	UP	244%
Food Sales	UP	246%
Drug Sales	UP	161%
Gen'l. Mdse. Sales	UP	219%
Market Income	UP	215%
Population	UP	23%
Bank Transactions*	UP	297%
Postal Receipts*	UP	91%
Value Bldg. Permits*	UP	580%

All percentages 1948 over 1939 except population which is 1948 over 1940.

**Spokane City.*

It will pay you well, whatever you advertise and sell in the Pacific Northwest, to tap the responsive buying power of the Spokane Market. *Make sure your schedule includes the long-established, widely read Spokane Dailies.* They alone do the job, and do it right in the Spokane Market—which, because of distance, is removed from coastal influence.

THE SPOKESMAN-REVIEW
MORNING SUNDAY
Spokane Daily Chronicle
EVENING
SPOKANE, WASHINGTON

Combined Daily
CIRCULATION
Now Over
150,000
81.84% UN-duplicated

Advertising Representatives: Cresmer & Woodward, Inc., New York, Chicago, Detroit, Los Angeles, San Francisco. Color Representatives, SUNDAY SPOKESMAN-REVIEW Comic Sections: Metropolitan Group.

FURNITURE—HOUSEHOLD—RADIO STORE SALES

PER FAMILY, 1948

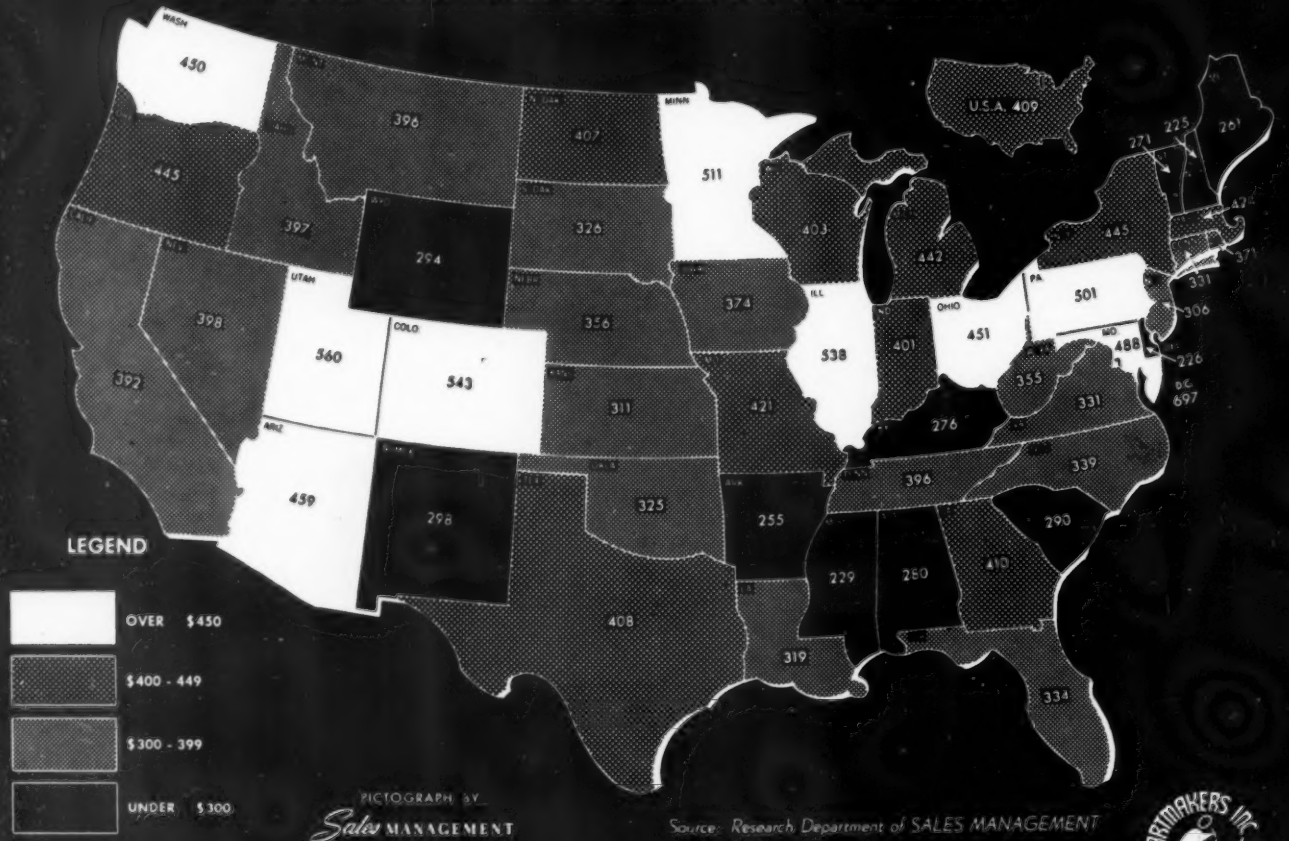
Utah per family sales were highest followed by California, Dist. of Columbia, Rhode Island and Florida



GENERAL MERCHANDISE STORE SALES

PER FAMILY, 1948

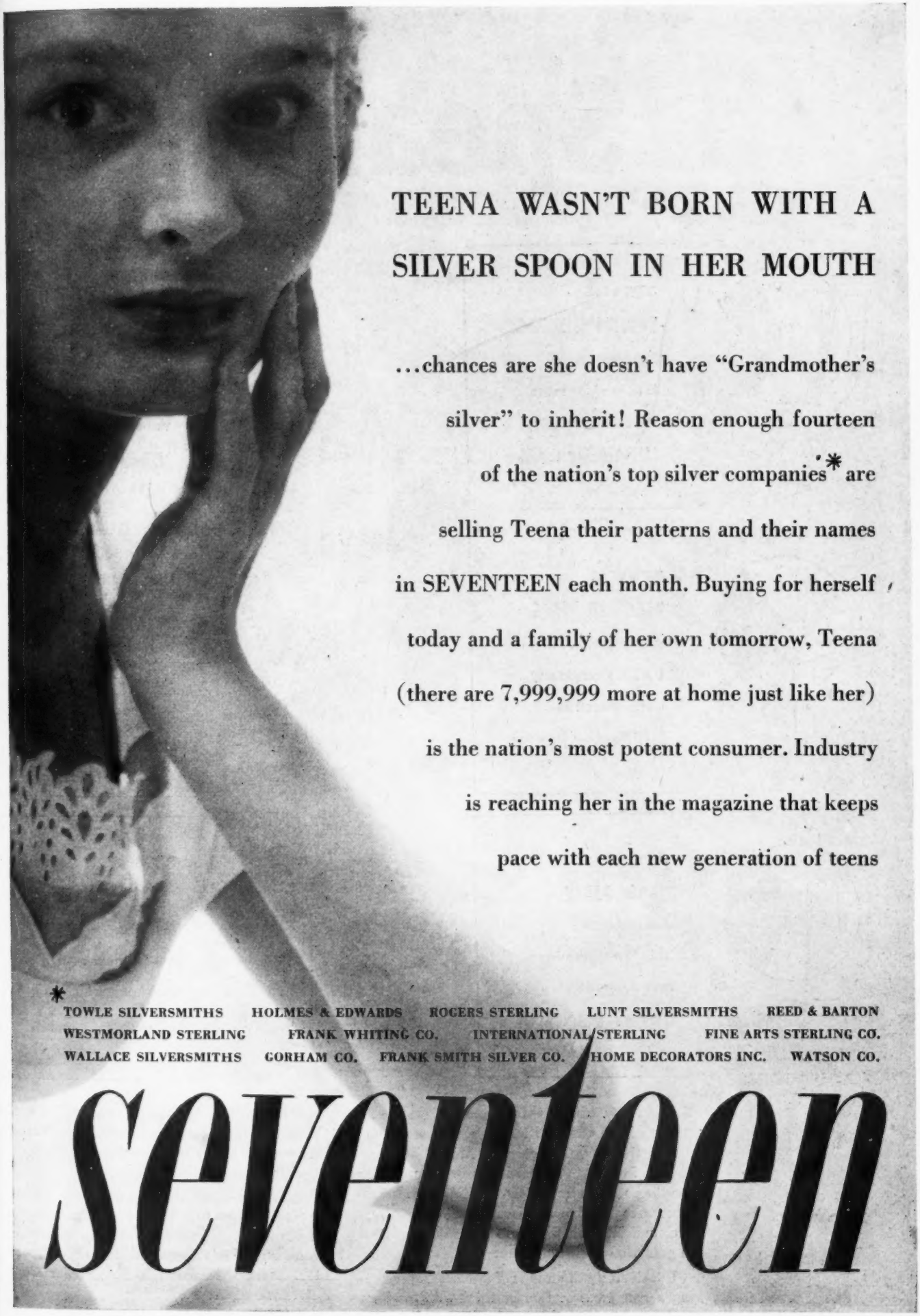
The D. of C. was an easy winner, followed by Utah, Colorado, Illinois and Minnesota. Stores include department, variety and mail order.



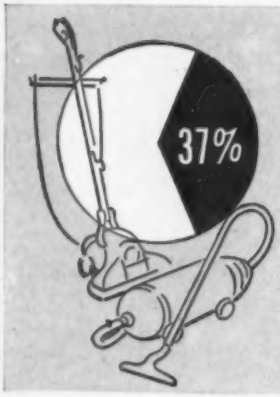
PICTOGRAPH BY
Sales MANAGEMENT
5-10-49

Source: Research Department of SALES MANAGEMENT

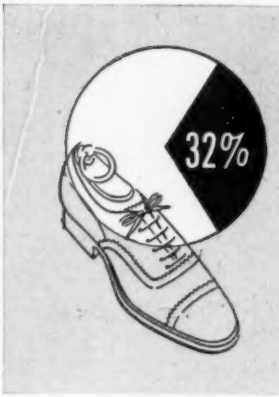
THE CHARTMAKERS INC.


TEENA WASN'T BORN WITH A SILVER SPOON IN HER MOUTH
...chances are she doesn't have "Grandmother's silver" to inherit! Reason enough fourteen of the nation's top silver companies* are selling Teena their patterns and their names in SEVENTEEN each month. Buying for herself today and a family of her own tomorrow, Teena (there are 7,999,999 more at home just like her) is the nation's most potent consumer. Industry is reaching her in the magazine that keeps pace with each new generation of teens
* TOWLE SILVERSMITHS HOLMES & EDWARDS ROGERS STERLING LUNT SILVERSMITHS REED & BARTON WESTMORLAND STERLING FRANK WHITING CO. INTERNATIONAL STERLING FINE ARTS STERLING CO. WALLACE SILVERSMITHS GORHAM CO. FRANK SMITH SILVER CO. HOME DECORATORS INC. WATSON CO.
seventeen

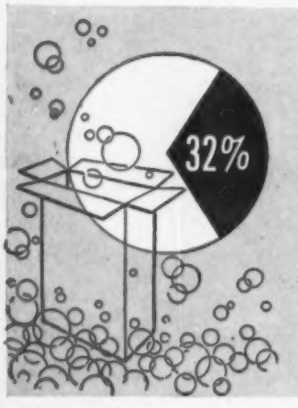
Speaking of



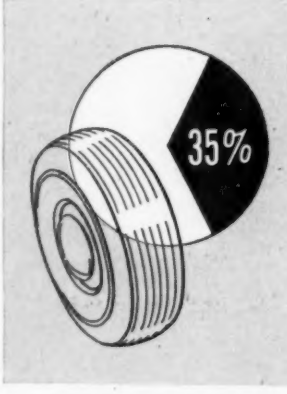
37% of all
VACUUM CLEANERS
bought in the
U.S. in six months
were bought by
LIFE-Reading Families



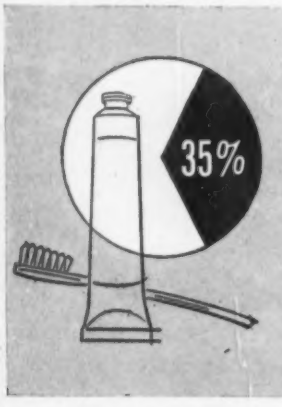
32% of all the
MEN'S SHOES
bought in the
U.S. in one week
were bought by
LIFE-Reading Families



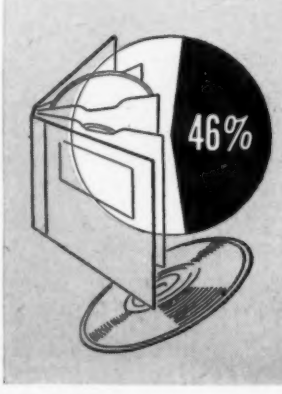
32% of all
PACKAGED SOAPS
unwrapped in the
U.S. in a single day
were opened by
LIFE-Reading Families



35% of all
AUTOMOBILE TIRES
bought in the
U.S. in six months
were bought by
LIFE-Reading Families



35% of all
TOOTH PASTE
opened in the
U.S. in a single day
was opened by
LIFE-Reading Families



46% of all
PHONOGRAPH RECORDS
bought in the
U.S. in one month
were bought by
LIFE-Reading Families

Some facts about this research. In recognition of the value of this type of research to U.S. marketing, the American Marketing Association in its 1947 awards conferred upon its developer a Meritorious Service Citation. In this citation it was characterized as an "outstanding accomplishment in improving the technique used in continuing consumer surveys."

In this study thousands of families, representing a true cross section of total U.S. families, kept a diary called a "Chronolog." In the Chronolog these families recorded their magazine reading habits and the amounts they consumed of many basic products.

If you would like a full report of the Chronolog results—covering 21 of the products studied—and of the interesting statistical and research methods used in this new kind of survey, write LIFE Market Research, 9 Rockefeller Plaza, New York 20, N. Y.

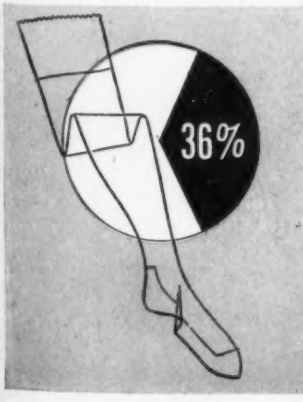
BUYING POWER...



44% of all
NAIL POLISH
opened in the
U.S. in a single day
was opened by
LIFE-Reading Families



35% of all
canned SOUP
opened in the
U.S. in a single day
was opened by
LIFE-Reading Families



36% of all the
WOMEN'S STOCKINGS
bought in the
U.S. in one week
were bought by
LIFE-Reading Families

These facts about the buying power of LIFE's vast audience are from a study made by the Market Research Company of America.

They show how big a segment of the U.S. market for consumer goods LIFE-reading families represent.

They show that LIFE is America's most powerful selling force.

They explain eloquently why LIFE—with its audience of 14,950,000 families, representing between 30% and 46% of the total U. S. consumption of many basic commodities—has unequaled sales excitement for advertisers.

Their 1948 response to this top sales potential was to spend $77,300,000 dollars-for-selling in LIFE. *More than in the leading network . . . nearly 25% more than the next magazine!*

• • •

LIFE offers to advertisers the most *economical* way to reach a large and rich market—the most efficient medium there is for distributing America's huge production profitably.

LIFE is America's Magazine

LIFE

WHERE FARM INCOME INCREASED MOST

1948 OVER 1940

(Gross cash income from farming operations)

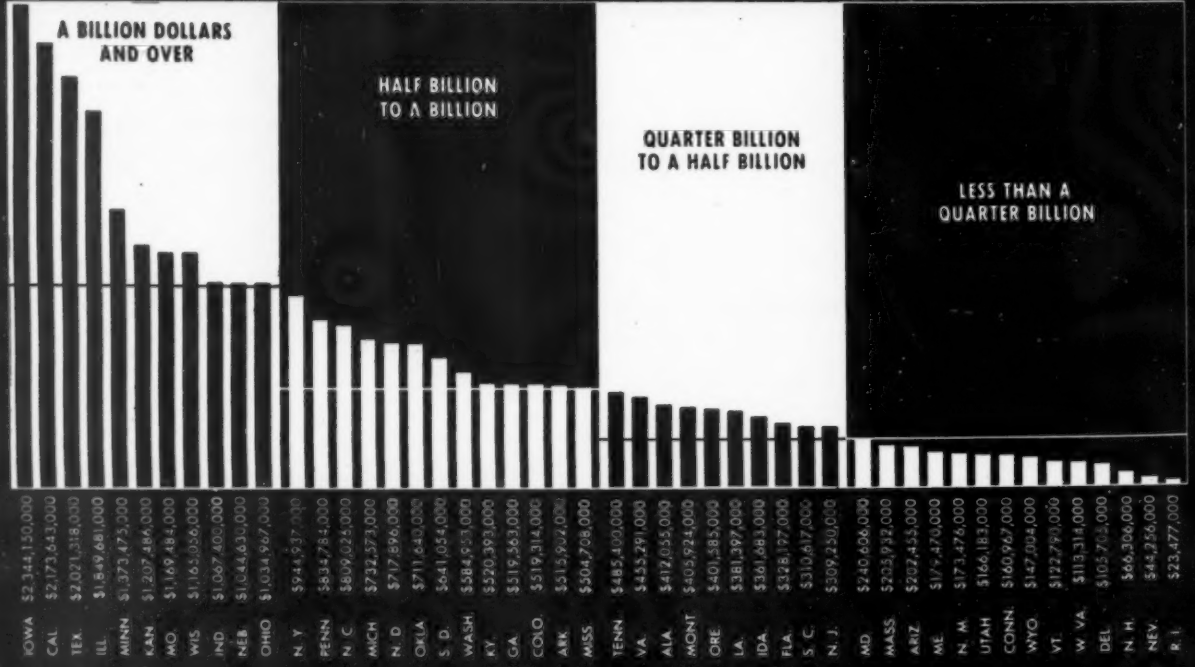


Source: Bureau of the Census 1940.

Research Department of SALES MANAGEMENT 1948

STATE LEADERS IN GROSS FARM INCOME, 1948

U. S. A. Gross Cash Income from Farming in 1948 was $30,811,373,000, an average of $5259. per farm.



PICTOGRAPH BY Sales MANAGEMENT 5-10-49

Source: Estimates by Research Department of SALES MANAGEMENT

THE CHARTMAKERS INC. Art



FIND the most and the best farm buying power concentrated in the 15 Heart states . . . which produce the majority of big money crops in this country—corn 82%, wheat 68%, soybeans 91%, poultry 59%, hogs 79%, all cattle 59%, milk cows 67%, dairy products 66% . . . as well as 92% of SUCCESSFUL FARMING subscribers, 8 out of 10 farm subscribers on top-half US farms!

ALMOST a million of these Heart states SF subscribers average around $10,000 income—$4,000 over the US average! . . . and after eight prosperous years, have billions in savings . . . are in the market for everything that helps their business . . . building new homes, remodeling, rehabilitating and refurnishing the old ones . . . represent the best class market in the US today! No other medium offers a comparable exclusive bloc of high buying power, and no other medium duplicates or substitutes for SUCCESSFUL FARMING among SF subscribers! . . . Ask any SF office for data! . . . SUCCESSFUL FARMING, Des Moines, New York, Cleveland, Chicago, Detroit, Atlanta, San Francisco, Los Angeles . . .

American Builder

Published by Simmons-Boardman Publishing Corp.
105 W. Adams St., Chicago 3, Ill., Randolph 6-0794.

Rates effective January 1, 1949.

Agency commission 15% on display space and color only if bills are paid within 30 days. Cash discount 2%—10 days from invoice date, 30 days net.

General Advertising

Per Insertion Rates

	1 ti.	3 ti.	6 ti.	12 ti.
1 page	720.00	660.00	630.00	600.00
2/3 page	480.00	440.00	420.00	400.00
1/2 page	360.00	330.00	315.00	300.00
1/3 page	240.00	220.00	210.00	200.00
1/4 page	180.00	165.00	157.50	150.00
1/6 page	120.00	110.00	105.00	100.00
1/8 page	90.00	85.00	80.00	75.00

Minimum space 1/8 page.

Quantity Rates

6 pages, per page	630.00
12 pages, per page	600.00
18 pages, per page	575.00
24 pages, per page	550.00
36 pages, per page	540.00
48 pages or more, per page	530.00

Covers

Not available.

Special Positions

Specified positions, extra 10%
Island half pages not accepted.

Bleed Pages

Bleed border, black (minimum one page), per page, extra 10% of space rate.
Color bleed border (minimum one page), per page, extra 125.00

Plates should measure 8-3/8 inches by 11-1/2 inches. Trim size 8-1/4 inches by 11-1/4 inches. For bleed add 1/8 inches for trim on top, bottom and edge.

Plates for double page spread 16-3/4 inches by 11-1/2 inches. Important type or illustrations should be kept at least 3/8 inch within trim size and on gutter edge.

Colors

Color chart on request.
Standard colors: Persian orange, tulip red, green, yellow, blue print or light blue, run of paper, per page, extra 125.00
Other colors specified by advertiser, run of paper, when run in color form or forms, per page, extra 250.00
Color spread, same standard color on each page, extra 250.00
Color spread, different standard color on each page, extra 500.00
Color spread, standard color one page, matched color second page, extra 600.00
Color spread, different matched colors on each page, extra 700.00
Black plus two standard color ,per page, extra 500.00
Preferred position color: Red only accepted.

Inserts

Inserts supplied by advertiser, one side printed, extra 100.00
Inserts supplied by advertiser, both sides printed, no extra charge above two-page earned rate.
Inserts supplied by advertisers must be printed 4-up, untrimmed, on stock not to exceed 25 x 38—80 lb.

Consult publisher for amount required.
Inserts printed by publisher. Rates on request.

Classified and Reading Notices

Not accepted.

Mechanical Requirements

	Width	Depth	Width	Depth
1 page	7	10		
2/3 page	4-1/2	10		
1/2 page	3-7/16	10	7	4-15/16
1/3 page	2-1/4	10	4-1/2	4-15/16
1/4 page	3-7/16	4-15/16		
1/6 page	2-1/4	4-15/16		
1/8 page	3-7/16	2-7/16		

Page is 2 columns, each column 3-7/16 inches wide, or 3 columns, each column 2-1/4 inches wide.

Halftones 110 screen. Composition—no charge. Advertisements set and not used will be charged to advertiser.

Mats and unmounted electrotypes not acceptable. Halftones and line cuts from photographs and drawings furnished at cost.

Cuts, photographs, retouchings, drawings and reprints will be furnished at cost.

Issuance and Closing Dates

Published monthly; issued 1st of publication month. Last forms close 15th of preceding month; space reservations, position, 2/3, 1/3, 1/6 page and color advertising 10th of preceding month. Copy should be received 10 days earlier to insure proofs. Previous advertisement may be repeated if new copy is not received by 10th of preceding month.

Personnel

Publishing Director—R. H. Morris.
Editor—Edward G. Gavin.

Representatives

New York 7—30 Church St., Worth 4-3080.
Ann Arbor, Mich.—Whitker Bldg.

Cleveland 13—Terminal Tower.
Dallas 4—J. Sanders, 2909 Maple Ave.

Seattle 1—1038 Henry Bldg.

San Francisco 4—300 Montgomery St., Room 830.
Los Angeles 14—530 W. Sixth St.

CIRCULATION—A.B.C. 6-30-48

Established 1879. Single copy .50; per year 3.00

Total net paid excluding bulk (6 mos. aver.)	48,075
Total net paid including bulk	81,574
Advertisers	452
Advertising agencies	287
Samples to prospective advertisers	920
All other unpaid distribution	376
Total distribution (6 months average)	83,618

TERRITORIAL DISTRIBUTION

Based on total net paid of May issue 81,564
(Mail 81,532; single copy sales 32)

New England	6,057	West South Central	5,736
Middle Atlantic	15,775	Mountain States	3,242
South Atlantic	7,107	Pacific States	7,139
East North Central	21,276	Canada	1,949
East South Central	2,124	Foreign	392
West North Central	10,539	Miscellaneous	328

BUSINESS ANALYSIS OF SUBSCRIPTIONS

Contractors and builders: Builders and contractors specializing in residential or light commercial or light industrial building 40,151; contractors specializing in heavy building construction 231; contractors specializing in all types of heavy construction other than buildings 152; general contractors engaged in heavy construction of both buildings and other than buildings, not specializing in either 504. Special trade contractors, contracting for only such parts of building construction as carpentry, masonry, plumbing, roofing, heating, ventilating, electrical, painting, concreting and excavating 9,401. Distributors: retail dealers — lumber, building materials and installed equipment 12,895; wholesalers, jobbers and manufacturers' agents of lumber, building materials and installed equipment 864; distributors of construction equipment 209. Architectural, architectural-engineering firms and architects and architect-engineers in private practice 1,745. Consulting engineering firms and engineers in private practice: Civil 148; electrical 37; mechanical 51; all other 93. Realty: Commercial and industrial realty ownership and management 326; residential income-producing property ownership and management 445; realty brokers 1,513. Insurance and mortgage companies, savings and commercial banks and building savings and loan associations 1,136. Government: Federal 827; commissioned officers in armed forces 82; state, county, township and district 265; municipal 246; foreign 86. Commercial and industrial organizations (including transportation and privately owned utility companies) 2,663; manufacturers of building products, equipment and construction equipment 1,496; producers of building and construction materials (including cement, cement products, sand, gravel and other aggregates, clay products and other raw materials) 340; public libraries and professional clubs, societies and trade associations 789; universities, colleges and schools, including professors, instructors and students 2,763; members of armed forces (not classified above) 119; miscellaneous 1,217; unclassified by business and industry 728.
Unpaid distribution (6 mos aver—not analyzed) 2,044

American Builder circulation ... the largest and most comprehensive

Yes

in residential, commercial and farm building

Figures show analysis of subscriptions which appear in A.B.C. statement for period ending June 30, 1948.

CONSTRUCTION GROUP	
Contractors and Builders, all classes	50,439
Architects and Engineers	2,079
DISTRIBUTION	
Retail Lumber Dealers (Executives, Salesmen, etc.)	12,895
Wholesalers, Jobbers (Executives, Salesmen, etc.)	864
Distributors Construction Equipment, etc.	209
REAL ESTATE—FINANCE	
Brokers, Owners, Managers of Property, etc.	2,289
Insurance, Banks, Building & Loan	1,136
COMMERCIAL—INDUSTRIAL	
(Including Transportation and Utility Companies)	2,663
ALL OTHER, including	
Government Officials, Producers, Manufacturers, Universities, Schools, Libraries, etc.	8,958
Total	**81,532**

NOTE: American Builder Circulation 97.4% in United States; 2.2% in Canada; 0.4% Foreign.

You Can Reach and Influence the 3 Factors who Control Buying in Light Construction through One publication— AMERICAN BUILDER

Important to you, interested in selling the light construction industry, are the adjoining ABC figures on American Builder's circulation. These bear thorough evaluation.

You have to reach the 3 influential factors in light construction that can move your goods to market.

American Builder's circulation, as you will note, has its largest percentage among builders, lumber dealers, and jobbers. In fact American Builder's circulation is the largest of *any* magazine in Light Construction.

The most economical cost per thousand

Please study advertising rates carefully. Taking the rates for all sized space, together with the cost per thousand, American Builder's rate per thousand for all space units is the lowest in the field. There is no premium for fractional pages.

The lowest cost to reach the most influential people

Based on surveys (which you can duplicate for yourself with your own customers and prospects), 67 per cent of American Builder readers have final authority to buy products used in residential, commercial and farm building; 24 per cent have a definite voice in deciding what to buy; 1 per cent have no authority.

Reach your best prospects profitably and quickly through advertising in American Builder

The record for decades shows American Builder with the largest number of individual and exclusive advertisers of any magazine in its field.



Contractor and Builder—He buys your product and installs it on residential, commercial, and farm construction jobs. *American Builder* reaches more than 50,000 operative and contract builders in every active building area. (See ABC figures herewith.)



Retail Lumber Dealer—He supplies the needs of the builders. He demands that the jobber stock his requirements. *American Builder* reaches more than 13,000 retailers who do more than 85% of the total building material volume. (See ABC figures herewith.)



Building Supply Jobber—He must be influenced to stock your product for distribution to retailer and on to the builder. *American Builder* reaches an impressive percentage of jobbers' executives and salesmen in every trading area. (See ABC figures herewith.)

AMERICAN BUILDER

ABP ABC

A Simmons-Boardman Publication
105 West Adams Street, Chicago 3, Ill.
30 Church Street, New York 7, N. Y.

FIRST in number of subscribers
Over 81,500 subscribers—ABC

FIRST in the building field
Established 1879

FIRST in number of advertisers
524 advertisers, 1947; 601 in 1948

FIRST in number of advertising pages
1,654 pages, 1947; 1,824 in 1948

(Reprinted from Standard Rate & Data Service)

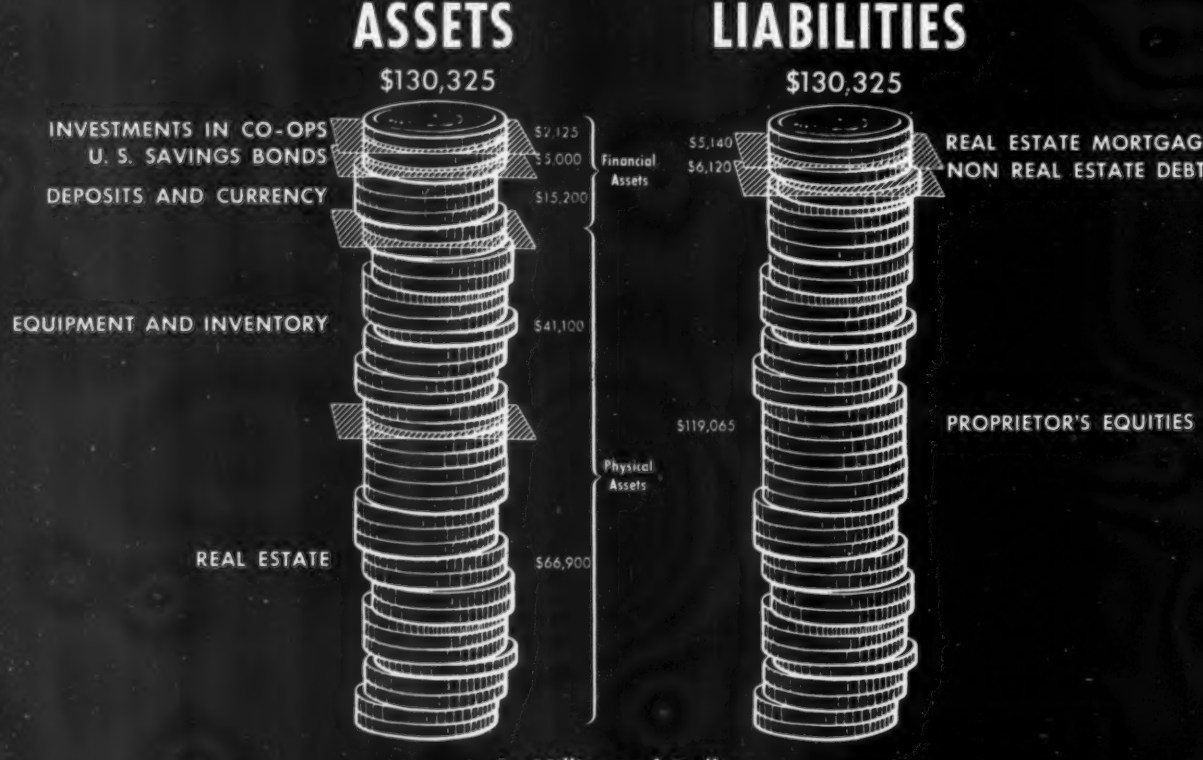
THE FARMER IS TWICE AS BIG AS WALL STREET



That's a *slight* exaggeration, but it is true that the farmers' gross assets as of January, 1949, were $130,325 millions, as against a market value for the same day of $67,048 millions for all listed stocks on the New York Stock Exchange.

The equities of proprietors have gone up like this:





In Millions of Dollars

THE CHARTMAKERS INC. Art PHILADELPHIA

Source: Bureau of Agricultural Economics, Department of Agriculture

PICTOGRAPH BY *Sales* MANAGEMENT
5-10-49

Here's a greater market for FOOD than these 30 cities combined!



Get your share of the MIDWEST *Farm* DOLLAR

Amazing market fact! Farmers in the Midwest 8 states buy more of 16 packaged foods than do all the families in the *30 biggest cities* in these same states! Here's dramatic proof of the importance of this rich market —a market that can be sold all in one piece with the five locally-edited papers of the Midwest Farm Paper Unit. Investigate without delay! Your dealers prefer to have the products they sell advertised in these locally potent papers.

Midwest offices at: 250 Park Ave., New York • 59 East Madison Street, Chicago • 542 New Center Building, Detroit • Russ Building, San Francisco • 645 South Flower Street, Los Angeles

Packaged Food Buying

FARMS VS 30 BIGGEST CITIES IN EIGHT MIDWEST STATES

Packaged Food	Monthly Expenditure Per Farm Family	Monthly Expenditure Per City Family	Monthly Expenditure for 1,370,618 Farm Families	Monthly Expenditure for 2,064,253 City Families
1. Family Flour	$1.096	$0.214	$1,502,197	$441,750
2. Pancake Flour	0.082	0.041	112,391	84,634
3. Specialty Flour	0.040	0.014	54,825	28,900
4. Cocoa	0.057	0.035	78,125	72,249
5. Chocolate Syrup	0.046	0.024	63,048	49,542
6. Syrup	0.581	0.142	796,329	293,124
7. Molasses & Sorghum	0.058	0.015	79,496	30,964
8. Cake Trimmings, Frostings	0.014	0.007	19,189	14,450
9. Baking Powder	0.040	0.014	54,825	28,900
10. Baking Soda	0.016	0.009	21,930	18,578
11. Yeast	0.092	0.009	126,097	18,578
12. Corn Starch	0.019	0.008	26,042	16,514
13. Pectins	0.029	0.013	39,748	26,835
14. Rice	0.054	0.035	74,013	72,249
15. Cereals, To-Be-Cooked	0.234	0.105	320,725	216,747
16. Cereals, Ready-To-Serve	0.724	0.357	992,327	736,938

Note: In bulk foods the same farm buying leadership applies to Frozen Fruit, Canned Milk, and Honey.

Source: Red and Green Dollar Food Study, Midwest Farm Paper Unit, Inc. 1940 Census. Free copy on request.



MIDWEST *Farm Paper* UNIT

PRAIRIE FARMER • THE FARMER • WALLACES' FARMER & IOWA HOMESTEAD • WISCONSIN AGRICULTURIST and FARMER • NEBRASKA FARMER



working hands are buying hands



Look through any issue of Family Circle. Notice the number of illustrations of "hands at work"—washing, cleaning, cooking, ironing, sewing, tending the baby. Family Circle is edited for women with "working hands."

These are the women who not only do the household buying but know *how to buy*. They know, from experience, what they want in a cleanser, in a cereal, a vacuum cleaner, a washing machine, baby food—anything they use in their homes.

Over 1,700,000 of these women buy Family Circle every month. 82% are housewives, 55% have children. They buy Family Circle in the chain grocery store where they do a majority of their shopping—right at the point-of-sale.

This point-of-sale method of distribution is Family Circle's assurance to the advertiser of a selective, low-waste audience, every one a known buyer in a chain grocery store.

More and more advertisers are taking advantage of Family Circle's all-shopper audience. They are concentrating where *buyers* are concentrated in a medium designed for those buyers.

Family Circle bought by women where women buy at:



ALBERS • AMERICAN • BOHACK • COLONIAL •
FIRST NATIONAL • GRAND UNION • JEWEL • RED OWL • SAFEWAY

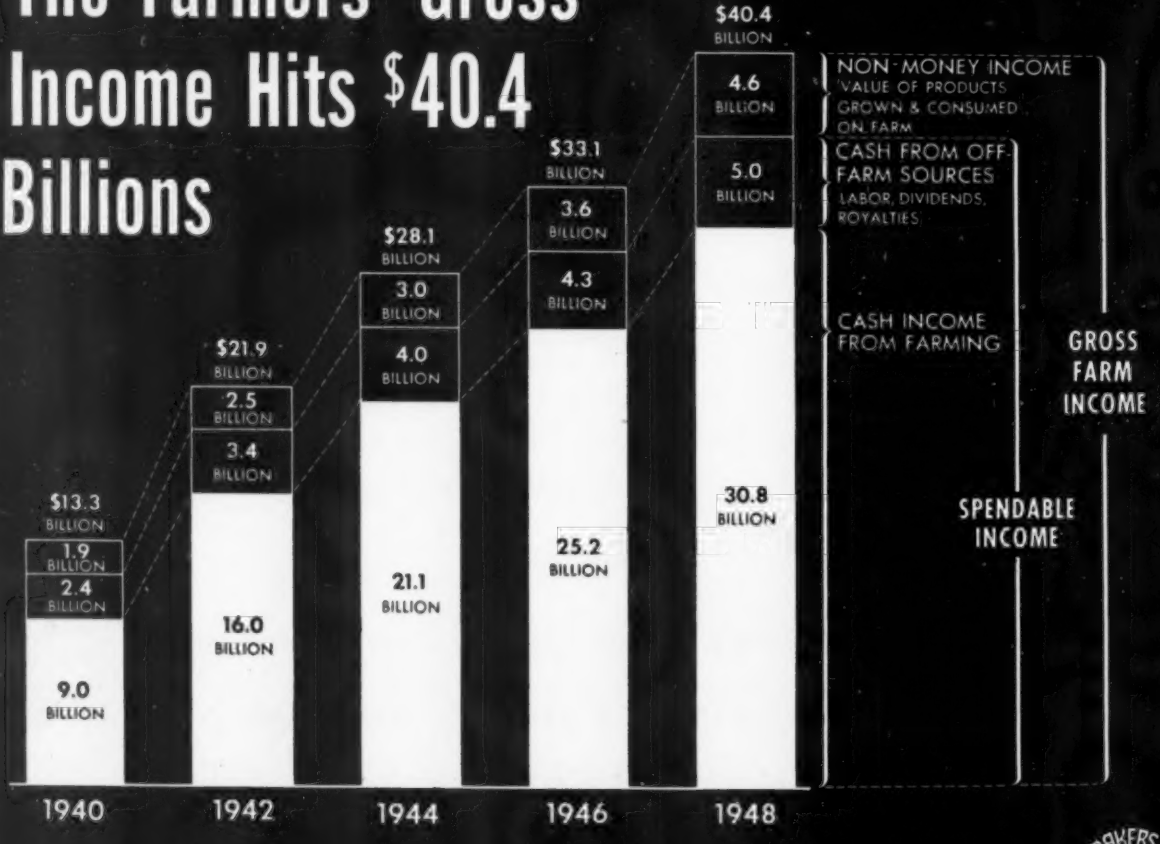
a LOOK at the Wholesale Business of 1948

The sales of Service and Limited-Function wholesalers reached a new high of $70.7 billions last year, a gain of 7% over the preceding year.



Source: Department of Commerce, Office of Business Economics

The Farmers' Gross Income Hits $40.4 Billions



PICTOGRAPH BY Sales MANAGEMENT 5-10-49

Source: Bureau of Agricultural Economics, Department of Agriculture

THE CHARTMAKERS INC

Why good business for us is good business for you!

THE AMAZING RECORD OF DELL MODERN GROUP...

UP IN CIRCULATION!

For 16 consecutive months since December '47 Modern Romances has shown a circulation increase over the previous year—in the first quarter of '49 the entire Dell Modern Group hit a 3-year high in circulation for the period: over 3,000,000!

UP IN ADVERTISING!

For the first 5 months of '49 Dell Modern Group ad billings are up more than 20% over last year—35% for April issues alone!

DOWN IN COST!

Since '39 Dell Modern Group cost per page per thousand has decreased 15%—and Dell Modern Group's present C/P/M is ⅓ less than the average of the women's service magazines!



DELL MODERN GROUP

MODERN SCREEN • MODERN ROMANCES • SCREEN STORIES

Dell Publishing Co., Inc., 261 Fifth Avenue, New York 16, N.Y.

It's easier than asking advertisers to get up early in the morning . . .



When The News started publication in 1919... we learned that New York was a very big city—and very little else about it. Thumbing through the 1910 Census Reports and Rand McNally Atlas practically exhausted the available sources of information.

The new paper picked up more than 400,000 circulation in 18 months, and an ugly rumor got around that News readers were ringers from Chicago, or found under stones!...



We had to get hep to our clientele, strictly from desperation!

We persuaded advertisers to climb out at dawn and tour newsstands, to see for themselves that all newspapers were bought by just people—*not types!* A very hard way indeed to hold friends, and influence space buyers . . .

Getting market information is a gladsome task compared to getting customers up at five in the morning. And no Fact of Life looks prettier on NE corner 171st & Broadway at 7:12 am, cool and cloudy, possible showers—than on paper!

Because The News was (and is) like no other newspaper... too much, too little, too different, too incredible, too something... every early advertising sale was made-in-Missouri.

In its early years, advertisers doubted that News readers read and believed advertising... were a market for this, that, the other! And ignorance, doubt, prejudice were overcome only by FACTS. We acquired the habit early of finding out.

Readers, identified by response to News features, and queried by mail as to stores they patronized, advertising they followed... with floods of postcards persuaded department stores that The News was a new and unlimited market.

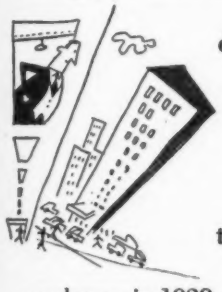
Through trial and error, new research techniques were evolved, fact-finding safeguards established... A good twenty-five years before the 1948 elections, News researchers were learning the discrepancies between public profession and public performance, and to detect, disprove and disqualify faulty methods ...The accumulation of experience and information made The News the first source of market and marketing information in the New York market.

The News instigated, urged, and programmed the first New York Market Analysis, sponsored by eleven newspapers, conducted by New York University Bureau of Business Research from 1921 to 1923... a study which reduced the whole five boroughs to 105 district maps, with designations for income groups, shopping centers, population characteristics, made possible better directed and more efficient sales work, saved waste effort and time... The study culminated in the first New York Retail Census, listing every retail outlet below the third floor (excepting taxidermists, china painters, hamster breeders and other exotic etc.) and provided the first accurate and comprehensive route lists.



This Market Analysis was revised and brought up to date on 1930 Census data in 1932-33 by The News, Times and Herald Tribune... and again in 1942-43 by The News, Journal-American, Mirror and Times —with sales volume for important classifications based on 1940 Census data.

Market Analysis districts became the base for the first News circulation audit in 1926, annually thereafter. Later, the other New York morning newspapers made uniform audits.



News Research subsequently distributed sales slips and charge accounts by districts, showed many stores the sources of their sales, and potentials.

A MONTHLY service, giving the distribution by districts of new car sales by makes and models, was begun in 1928...dropped in the War years, revived in 1946...for automobile manufacturers.

In 1934, when Repeal was six months old, a major study was made of brand preferences and purchasers' newspaper readership in New York City. Subsequent studies were made of buying of individual brands and beer... Another package store liquor sales study was made in 1938, and the latest survey was conducted last year.

IN 1936, an extensive study was made of gasoline and oil purchases, and newspaper preferences of car owners... to the benefit of the industries concerned.

The growing practice among New York matrons of buying their copy of The News before doing their



marketing, leaving the paper and the baby outside the store... in 1933 suggested a photographic documentary which did much to convince the conservative food industry of the advantages of News advertising.

FACTUAL and pictorial studies of outlying towns, made during the thirties, helped advertisers get a better appreciation of the national Sunday News market... And an outstanding compilation titled "Sunday News U.S.A.," included new and exclusive data from the 1939 Census of Business... presented distributions of newspapers and national magazines in New York City, suburbs, towns in the six adjacent states, and counties for the whole country.

Over two decades, hundreds of studies have been made of products in the New York City market.

The War depleted News research and marketing staffs, curtailed new projects. In 1946, research and marketing efforts were resumed.

Post-war major studies include:

1946—Branch Department Store Location studies were made in Queens, White Plains and Hackensack, N. J.

1946—New Home Owners in 18 districts in Queens were surveyed as to recent major household purchases, store and newspaper preferences.

1946—Vacation Travel study was made among 7,000 News readers who had requested travel information.

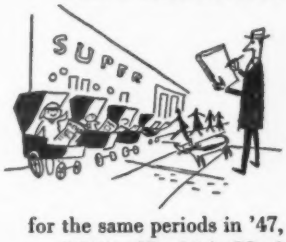
1947—Readership Checks among 1206 News readers were made by Grant Research Associates... following earlier readership studies by L. M. Clark.

1947—American Airlines passenger study, and other studies for Pan-American, Colonial and Scandinavian Air lines.

1947—Bohack Store Managers' newspaper preferences, and results experienced.

1947—Gulistan Rug study on consumer decoration plans and purchases of rugs and carpets; comparative influence of advertising in newspapers and magazines.

1947—Television Set Ownership, first major study of its kind, involving 33,074 owners in New York City and suburbs, classified by locality and economic status.



1948—Building Contracts in New York City and suburbs for the first half and full year of '48, with similar data for the same periods in '47, '46 and '41.

1948—Washing Machines study among 101 City appliance dealers on sales by localities and brands.

1948—Cigarette Survey to determine sales status of major brands in 4,700 city drug stores.

1948—Two Million Cars—an analysis of city and suburban car registrations by makes, models, price groups; by five-year periods; by economic status.

1948—Suburban Market Analysis of population, houses, outlets and sales, in New York suburban counties, based on the latest Census data.

1948—Package Store Liquor Sales—a study of liquor purchases made by 13,512 customers in 149 city stores; with newspaper preferences, obtained by store salespeople; by boroughs, economic groups, newspaper readership; including new data on newspaper reader duplication.

THE NEWS has grown, thrived and sold itself with information... is the largest source of available information on the New York market—and will continue to be. Come to The News first—for news of the nation's first market.



THE NEWS

New York's Picture Newspaper

Circulation now exceeds
Daily 2,225,000
Sunday 4,500,000

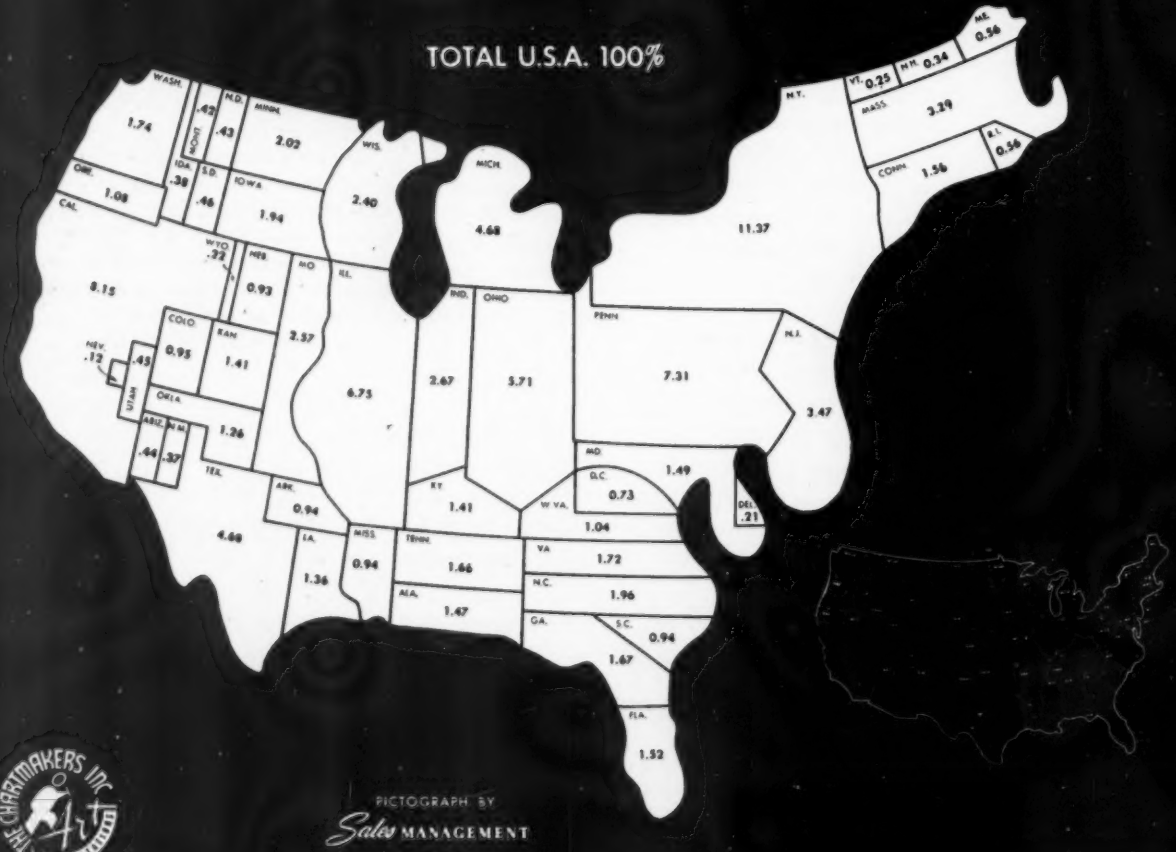
WHAT FAMILIES SPENT IN STORES

In 1948 American families on the average spent $3,131 in retail stores, a gain of 211% over 1939.

STORE TYPE	% GAIN 1948 OVER 1939	PER FAMILY PURCHASES
Jewelry	233	$28
Liquor (Packaged)	215	$44
Drug	137	$89
Filling Stations	124	$152
Furniture - Household - Radio	294	$165
Apparel	203	$237
Building Materials - Hardware	294	$259
Eating & Drinking Places	258	$302
General Merchandise	201	$409
Automotive	219	$423
Food	209	$751

Source: Survey of Current Business, February, 1949

IF THE U. S. LAND AREA CONFORMED TO SALES POTENTIALS



THE CHARTMAKERS INC.

PICTOGRAPH BY
Sales MANAGEMENT
5-10-49

Source: "% of U.S.A. Potential," 1948 Survey of Buying Power

Move right in with Young Mr. + Mrs.



Reach them now while their house is still empty

Maybe the title hasn't been searched . . . but the hunt is on for rugs, furniture, drapes, appliances, china, silver, glassware . . .

Remember this about the hottest home-making market in America: Over 250,000 young families starting from scratch unhampered by accumulated bric-a-brac . . . enthusiastically brand-conscious, but without brand prejudices!



Street & Smith Publications, Inc., New York.

2 BIG FALL ISSUES

Sept.-Oct. on sale Sept. 1 Nov.-Dec. on sale Nov. 1

6 BIG ISSUES FOR 1950

Feb. on sale Feb. 1 April on sale March 1 June on sale May 1
Aug. on sale Aug. 1 Oct. on sale Sept. 1 Dec. on sale Nov. 1

The 200 Counties Leading in Gross Cash Farm Income

SM Estimates, 1948, for the 200 counties with largest gross cash income from farming

COUNTY	STATE	GROSS CASH FARM INCOME SM Estimates (In thousands)	Rank in Group
Alameda	Cal.	29,976	117
Aroostook	Maine	89,868	11
Barron	Wis.	25,442	180
Benton	Iowa	37,875	54
Berks	Pa.	35,558	68
Berrien	Mich.	32,430	88
Black Hawk	Iowa	25,915	173
Blue Earth	Minn.	27,887	150
Bolivar	Miss.	29,864	120
Boone	Iowa	28,425	143
Brown	S. D.	26,155	167
Bucks	Pa.	34,947	70
Buena Vista	Iowa	33,627	78
Bureau	Ill.	40,517	48
Butler	Iowa	25,740	177
Butte	Cal.	29,228	132
Calhoun	Iowa	30,513	109
Cameron	Texas	28,364	144
Canyon	Idaho	30,854	105
Carroll	Iowa	29,014	137
Cass	N. D.	37,569	56
Cedar	Iowa	31,202	102
Cerro Gordo	Iowa	24,561	198
Champaign	Ill.	47,713	34
Chelan	Wash.	42,488	44
Cherokee	Iowa	36,376	61
Chester	Pa.	47,710	35
Christian	Ill.	30,002	115
Clark	Wis.	26,001	171
Clay	Iowa	30,351	112
Clayton	Iowa	27,857	152
Clinton	Iowa	35,395	69
Columbia	Wis.	25,119	189
Cook	Ill.	44,469	40
Crawford	Iowa	31,490	98
Cumberland	N. J.	39,902	50
Cuming	Neb.	29,007	138
Dallas	Iowa	28,708	141
Dane	Wis.	56,490	27
Darke	Ohio	25,826	176
Dawson	Neb.	29,986	116
De Kalb	Ill.	43,424	42
Deaf Smith	Texas	29,767	121
Delaware	N. Y.	33,646	77
Dodge	Wis.	41,160	47
Dubuque	Iowa	24,868	191
Dunklin	Mo.	28,163	145
Edgar	Ill.	29,530	127
Erie	N. Y.	29,349	130
Faribault	Minn.	32,795	85
Fayette	Iowa	28,928	139
Fillmore	Minn.	26,785	163
Fond Du Lac	Wis.	33,461	80
Ford	Kans.	25,991	172
Franklin	Iowa	28,728	140
Franklin	Pa.	24,665	194
Freeborn	Minn.	29,892	125
Fresno	Cal.	159,784	2
Fulton	Ill.	25,393	182
Grand Forks	N. D.	38,050	53
Grant	Wis.	36,836	60
Green	Wis.	26,928	160
Greene	Iowa	29,340	131
Grundy	Iowa	29,090	135
Hamilton	Iowa	33,303	82
Hancock	Ill.	29,370	129
Hancock	Iowa	27,418	154
Hardin	Iowa	28,127	147
Harrison	Iowa	24,849	193
Hartford	Conn.	89,373	21
Hennepin	Minn.	24,583	197
Henry	Ill.	41,539	46
Hidalgo	Texas	57,213	26
Imperial	Cal.	78,327	15
Iroquois	Ill.	48,329	33
Jasper	Iowa	27,118	157
Jefferson	Wis.	25,469	179
Johnson	Iowa	30,558	108
Johnston	N. C.	31,695	96
Jones	Iowa	26,015	170
Kane	Ill.	35,949	66
Kankakee	Ill.	29,605	126
Kern	Cal.	116,729	5
King	Wash.	24,552	199
Kings	Cal.	36,012	65
Knox	Ill.	26,878	161
Kossuth	Iowa	44,765	38
La Salle	Ill.	51,059	31
Lancaster	Pa.	99,116	8
Lee	Ill.	30,489	110
Lincoln	Wash.	25,278	188
Linn	Iowa	30,424	111
Livingston	Ill.	48,879	36
Logan	Ill.	24,987	190
Los Angeles	Cal.	200,997	1
Lubbock	Texas	30,037	114
Lyon	Iowa	29,203	133
Madera	Cal.	35,864	67
Malheur	Ore.	25,855	175
Marathon	Wis.	36,362	62
Maricopa	Ariz.	100,009	7
Marion	Ore.	34,867	72
Marshall	Iowa	29,709	123
Martin	Minn.	33,412	81
McDonough	Ill.	29,113	134
McHenry	Ill.	31,047	103
McLean	Ill.	59,314	22
Merced	Cal.	63,951	19
Middlesex	Mass.	37,806	55
Minnehaha	S. D.	32,679	86
Mississippi	Ark.	54,190	29
Monmouth	N. J.	32,459	87
Monroe	N. Y.	27,531	153
Monterey	Cal.	59,240	23
New Madrid	Mo.	31,999	91
Nobles	Minn.	27,870	151
Nodaway	Mo.	28,149	146
O'Brien	Iowa	31,470	99
Ochiltree	Texas	28,958	139
Ogle	Ill.	34,221	74
Okanogan	Wash.	28,306	165
Oneida	N. Y.	29,871	119
Orange	Cal.	98,421	9
Orange	N. Y.	31,759	95
Otter Tail	Minn.	37,453	57
Outagamie	Wis.	25,403	181
Palo Alto	Iowa	28,025	169
Pembina	N. D.	26,258	166
Pemiscot	Mo.	36,135	64
Pinal	Ariz.	28,053	148
Pitt	N. C.	32,395	89
Plymouth	Iowa	40,024	49
Pocahontas	Iowa	30,324	113
Polk	Fla.	59,060	25
Polk	Minn.	43,601	41
Pottawattamie	Iowa	52,108	30
Redwood	Minn.	27,206	156
Reno	Kans.	27,233	155
Renville	Minn.	31,325	101
Riverside	Cal.	69,818	18
Robeson	N. C.	38,149	63
Rock	Wis.	30,965	104
Rockingham	Va.	24,588	196
Sac	Iowa	31,326	100
Sacramento	Cal.	48,967	32
St. Lawrence	N. Y.	30,793	106
San Bernardino	Cal.	85,670	13
San Diego	Cal.	38,742	51
San Joaquin	Cal.	129,595	4
San Luis Obispo	Cal.	26,862	162
Sangamon	Ill.	33,621	79
Sanilac	Mich.	25,729	178
Santa Barbara	Cal.	37,228	58
Santa Clara	Cal.	72,837	17
Scott	Iowa	24,614	195
Scotts Bluff	Neb.	34,520	73
Shelby	Iowa	29,699	124
Sioux	Iowa	46,761	37
Solano	Cal.	29,389	128
Sonoma	Cal.	76,388	16
Spokane	Wash.	27,031	158
Stanislaus	Cal.	90,130	10
Stearns	Minn.	34,059	75
Stephenson	Ill.	26,314	164
Story	Iowa	32,213	90
Suffolk	N. Y.	55,981	28
Sunflower	Miss.	29,744	122
Sussex	Del.	80,824	14
Sutter	Cal.	44,503	39
Tama	Iowa	29,914	118
Tulare	Cal.	153,487	3
Twin Falls	Idaho	38,256	52
Umatilla	Ore.	33,222	84
Ventura	Cal.	59,807	20
Vermilion	Ill.	34,871	71
Vernon	Wis.	25,154	188
Wake	N. C.	25,292	185
Walla Walla	Wash.	25,272	187
Walsh	N. D.	31,675	97
Walworth	Wis.	30,670	107
Ward	N. D.	25,861	174
Warren	Ill.	28,500	142
Washington	Iowa	29,048	136
Waukesha	Wis.	25,351	183
Wayne	Ohio	24,544	200
Wayne	N. Y.	33,266	83
Webster	Iowa	33,727	76
Weld	Colo.	87,606	12
Whiteside	Ill.	31,918	92
Whitman	Wash.	59,157	24
Will	Ill.	26,048	168
Wood	Ohio	28,008	149
Woodbury	Iowa	42,285	45
Worcester	Md.	24,862	192
Worcester	Mass.	31,913	93
Wright	Iowa	31,773	94
Wright	Minn.	25,334	184
Yakima	Wash.	107,305	6
Yolo	Cal.	36,854	59
York	Pa.	43,105	43
Total Above Counties		7,975,095	
% of U. S. A.		25.8837	

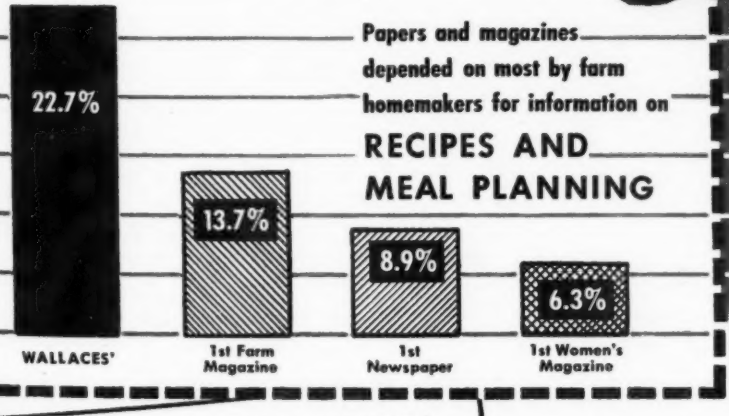
Q: Where did the lady learn to make the Cake?

A: Probably in her favorite farm paper!*



Q: Which Farm Paper is it?

A: CHECK THE IOWA STATE COLLEGE SURVEY BELOW:



Papers and magazines depended on most by farm homemakers for information on

RECIPES AND MEAL PLANNING

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When Iowa farmers and their wives need practical farm and home-making information, they turn to their own state farm paper—Wallaces' Farmer and Iowa Homestead. This is what you'll decide when you read the facts uncovered through a disinterested survey conducted by the Statistical Laboratory of Iowa State College.

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Wallaces' Farmer and Iowa Homestead

Population and Rank, 200 Largest Counties

SM Estimates, January 1, 1949, for the 200 counties leading in population

COUNTY	STATE	POPULATION (CIVILIAN) 1/1/49 SM Estimates (in thousands)	Rank in Group
Alameda	Cal.	703.8	23
Albany	N. Y.	236.4	90
Allegheny	Pa.	1,519.0	9
Allen	Ind.	172.4	134
Arlington	Va.	196.9	118
Atlantic	N. J.	133.5	168
Baltimore	Md.	1,177.0	12
Beaver	Pa.	178.9	130
Bergen	N. J.	465.0	45
Berks	Pa.	250.4	87
Berkshire	Mass.	130.0	174
Berrien	Mich.	112.5	198
Bexar	Texas	422.4	47
Blair	Pa.	152.9	150
Bristol	Mass.	385.0	54
Bronx	N. Y.	1,527.5	7
Broome	N. Y.	179.9	128
Bucks	Pa.	125.3	180
Buncombe	N. C.	116.4	195
Butler	Ohio	145.8	155
Caddo	La.	168.0	137
Cambria	Pa.	235.2	91
Camden	N. J.	279.7	77
Charleston	S. C.	177.2	129
Chautauqua	N. Y.	128.7	175
Chatham	Ga.	155.2	147
Chester	Pa.	148.4	153
Clark	Ohio	122.8	184
Clark	Wash.	115.0	197
Contra Costa	Cal.	289.3	72
Cook	Ill.	4,522.7	1
Cumberland	Maine	173.9	133
Cuyahoga	Ohio	1,426.6	10
Dade	Fla.	410.0	50
Dallas	Texas	560.0	29
Dane	Wis.	153.4	149
Dauphin	Pa.	206.4	110
Davidson	Tenn.	293.5	70
Delaware	Pa.	395.0	52
Denver	Colo.	405.0	51
District of Columbia		873.9	17
Douglas	Neb.	290.0	71
Du Page	Ill.	128.2	176
Duval	Fla.	300.0	69
East Baton Rouge	La.	123.4	182
El Paso	Texas	171.7	136
Erie	Pa.	209.1	107
Erie	N. Y.	884.8	16
Escambia	Fla.	112.4	200
Essex	Mass.	530.0	38
Essex	N. J.	930.1	14
Fairfield	Conn.	503.2	39
Fayette	Pa.	207.5	108
Forsyth	N. C.	138.4	162
Franklin	Ohio	468.2	43
Fresno	Cal.	280.5	76
Fulton	Ga.	485.0	40
Genessee	Mich.	262.9	83
Greenville	S. C.	158.9	144
Guilford	N. C.	175.2	131
Hamilton	Ohio	733.0	22
Hamilton	Tenn.	201.4	115
Hampden	Mass.	365.0	60
Harris	Texas	752.4	20
Hartford	Conn.	545.3	34
Hennepin	Minn.	649.1	25
Henrico	Va.	282.0	75
Hillsborough	Fla.	222.0	100
Hillsborough	N. H.	182.1	141
Hinds	Miss.	128.0	177
Hudson	N. J.	738.8	21
Ingham	Mich.	157.8	145
Jackson	Mo.	547.1	33
Jefferson	Ala.	535.1	36
Jefferson	Texas	224.0	98
Jefferson	Ky.	478.6	41
Kalamazoo	Mich.	117.0	193
Kanawha	W. Va.	250.0	88
Kane	Ill.	147.8	154
Kent	Mich.	267.8	78
Kern	Cal.	213.1	105
King	Wash.	679.3	24
Kings	N. Y.	2,872.3	3
Knox	Tenn.	225.5	95
La Salle	Ill.	112.5	198
Lackawanna	Pa.	266.9	79
Lake	Ill.	140.0	158
Lake	Ind.	355.8	61
Lancaster	Pa.	225.5	95
Lehigh	Pa.	201.0	116
Lorain	Ohio	130.6	172
Los Angeles	Cal.	3,856.0	2
Lucas	Ohio	380.2	56
Luzerne	Pa.	435.0	46
Macomb	Mich.	162.4	139
Madison	Ill.	182.5	127
Mahoning	Ohio	259.4	84
Maricopa	Ariz.	285.1	73
Marion	Ind.	547.3	32
McLennan	Texas	120.7	186
Mecklenberg	N. C.	175.0	132
Mercer	N. J.	230.0	93
Middlesex	Mass.	1,071.0	13
Middlesex	N. J.	256.9	85
Milwaukee	Wis.	864.9	18
Mobile	Ala.	233.8	92
Monmouth	N. J.	195.0	120
Monroe	N. Y.	465.4	44
Monterey	Cal.	117.8	192
Montgomery	Ala.	133.7	167
Montgomery	Md.	120.6	187
Montgomery	Ohio	372.0	58
Montgomery	Pa.	332.1	65
Morris	N. J.	139.4	160
Multnomah	Ore.	535.0	37
Muskegon	Mich.	126.0	179
New York (Manhattan)	N. Y.	1,926.3	6
Nassau	N. Y.	474.4	42
New Castle	Del.	206.5	109
New Haven	Conn.	559.3	30
New London	Conn.	141.5	157
Niagara	N. Y.	185.4	125
Norfolk	Mass.	374.6	57
Norfolk	Va.	395.0	52
Northampton	Pa.	188.3	123
Northumberland	Pa.	131.0	170
Nueces	Texas	161.0	143
Oakland	Mich.	347.2	63
Oklahoma	Okla.	325.5	66
Oneida	N. Y.	217.4	102
Onondaga	N. Y.	321.8	67
Orange	Cal.	171.8	135
Orange	N. Y.	139.5	159
Orleans	La.	573.8	27
Palm Beach	Fla.	123.0	183
Passaic	N. J.	345.0	64
Peoria	Ill.	165.0	138
Philadelphia	Pa.	2,138.0	5
Pierce	Wash.	227.6	94
Pima	Ariz.	119.7	190
Pinellas	Fla.	138.4	162
Plymouth	Mass.	188.6	122
Polk	Fla.	120.4	189
Polk	Iowa	218.9	101
Prince Georges	Md.	130.5	173
Providence	R. I.	570.4	28
Pulaski	Ark.	205.1	112
Queens	N. Y.	1,524.5	8
Ramsey	Minn.	371.0	59
Rensselaer	N. Y.	121.9	185
Richland	S. C.	132.0	169
Richmond	N. Y.	192.3	121
Riverside	Cal.	149.9	152
Roanoke	Va.	119.5	191
Rock Island	Ill.	134.4	166
Sacramento	Cal.	256.4	86
Saginaw	Mich.	155.0	148
St. Clair	Ill.	187.4	124
St. Joseph	Ind.	195.5	119
St. Louis	Minn.	209.9	106
St. Louis	Mo.	1,278.4	11
Salt Lake	Utah	263.0	82
San Bernardino	Cal.	266.2	80
San Diego	Cal.	553.6	31
San Francisco	Cal.	794.0	19
San Joaquin	Cal.	205.8	111
San Mateo	Cal.	198.0	117
Sangamon	Ill.	125.0	181
Santa Clara	Cal.	263.5	81
Schenectady	N. Y.	138.7	161
Schuylkill	Pa.	223.4	92
Sedgwick	Kans.	225.1	91
Shawnee	Kans.	115.6	196
Shelby	Tenn.	420.4	49
Solano	Cal.	120.5	188
Spartanburg	S. C.	144.5	156
Spokane	Wash.	216.2	103
Stanislaus	Cal.	130.7	171
Stark	Ohio	284.9	74
Suffolk	Mass.	914.0	15
Suffolk	N. Y.	204.0	113
Summit	Ohio	420.6	48
Tarrant	Texas	354.6	62
Travis	Texas	151.8	151
Trumbull	Ohio	156.4	146
Tulare	Cal.	162.1	141
Tulsa	Okla.	247.5	89
Union	N. J.	384.0	55
Vanderburgh	Ind.	162.3	140
Wake	N. C.	116.6	194
Washington	Pa.	214.2	104
Wayne	Mich.	2,535.0	4
Westchester	N. Y.	603.6	26
Westmoreland	Pa.	316.0	68
Will	Ill.	135.0	165
Winnebago	Ill.	135.4	164
Worcester	Mass.	540.0	35
Wyandotte	Kans.	165.2	126
Yakima	Wash.	126.4	178
York	Pa.	202.1	114
Total Above Counties		79,965.5	
% of U. S. A.		54.585	

Per Capita Effective Buying Income, 200 Counties

SM Estimates, 1948, for the 200 counties leading in population

COUNTY	STATE	NET E. B. I. PER CAPITA SM Estimates	Rank in Group
Alameda	Cal.	1,736	21
Albany	N. Y.	1,652	35
Allegheny	Pa.	1,630	38
Allen	Ind.	1,811	9
Arlington	Va.	1,662	32
Atlantic	N. J.	1,510	69
Baltimore	Md.	1,548	55
Beaver	Pa.	1,220	165
Bergen	N. J.	1,432	102
Berks	Pa.	1,421	105
Berkshire	Mass.	1,240	160
Berrien	Mich.	1,351	135
Bexar	Texas	1,438	95
Blair	Pa.	1,130	181
Bristol	Mass.	1,140	179
Bronx	N. Y.	1,523	62
Broome	N. Y.	1,399	114
Bucks	Pa.	962	194
Buncombe	N. C.	1,416	108
Butler	Ohio	1,330	139
Caddo	La.	1,433	101
Cambria	Pa.	1,071	187
Camden	N. J.	1,227	164
Charleston	S. C.	1,236	162
Chautauqua	N. Y.	1,423	104
Chatham	Ga.	1,328	142
Chester	Pa.	1,020	192
Clark	Wash.	1,039	189
Clark	Ohio	1,438	95
Contra Costa	Cal.	962	194
Cook	Ill.	1,806	10
Cumberland	Maine	1,456	87
Cuyahoga	Ohio	1,764	17
Dade	Fla.	1,247	157
Dallas	Texas	1,670	29
Dane	Wis.	1,507	70
Dauphin	Pa.	1,520	64
Davidson	Tenn.	1,365	131
Delaware	Pa.	1,436	99
Denver	Colo.	1,769	14
District of Columbia		1,678	27
Douglas	Neb.	1,859	5
Du Page	Ill.	1,552	53
Duval	Fla.	1,219	166
East Baton Rouge	La.	1,399	114
El Paso	Texas	1,237	161
Erie	Pa.	1,404	112
Erie	N. Y.	1,458	86
Escambia	Fla.	961	196
Essex	Mass.	1,249	156
Essex	N. J.	1,852	6
Fairfield	Conn.	1,756	19
Fayette	Pa.	884	199
Forsyth	N. C.	1,515	67
Franklin	Ohio	1,559	51
Fresno	Cal.	1,286	149
Fulton	Ga.	1,414	109
Genessee	Mich.	1,421	105
Greenville	S. C.	1,115	183
Guilford	N. C.	1,371	127
Hamilton	Ohio	1,706	23
Hamilton	Tenn.	1,329	140
Hampden	Mass.	1,425	103
Harris	Texas	1,658	34
Hartford	Conn.	1,688	25
Hennepin	Minn.	1,765	16
Henrico	Va.	1,616	40
Hillsborough	Fla.	1,124	182
Hillsborough	N. H.	1,189	171
Hinds	Miss.	1,446	92
Hudson	N. J.	1,447	91
Ingham	Mich.	1,669	30
Jackson	Mo.	1,735	22
Jefferson	Ala.	1,255	152
Jefferson	Ky.	1,536	58
Jefferson	Texas	1,360	133
Kalamazoo	Mich.	1,521	63
Kanawha	W. Va.	1,213	167
Kane	Ill.	1,644	36
Kent	Mich.	1,288	148
Kern	Cal.	1,368	130
King	Wash.	1,768	15
Kings	N. Y.	1,465	80
Knox	Tenn.	1,341	136
La Salle	Ill.	1,459	84
Lackawanna	Pa.	1,384	123
Lake	Ill.	1,612	41
Lake	Ind.	1,398	117
Lancaster	Pa.	1,437	98
Lehigh	Pa.	1,393	118
Lorain	Ohio	1,466	79
Los Angeles	Cal.	1,696	24
Lucas	Ohio	1,610	42
Luzerne	Pa.	1,241	159
Macomb	Mich.	1,196	169
Madison	Ill.	1,264	151
Mahoning	Ohio	1,469	78
Maricopa	Ariz.	1,206	168
Marion	Ind.	1,842	7
McLennan	Texas	1,189	171
Mecklenburg	N. C.	1,519	65
Mercer	N. J.	1,465	80
Middlesex	Mass.	1,400	113
Middlesex	N. J.	1,243	158
Milwaukee	Wis.	1,676	28
Mobile	Ala.	1,397	116
Monmouth	N. J.	1,474	77
Monroe	N. Y.	1,574	49
Monterey	Cal.	1,449	89
Montgomery	Ala.	1,253	154
Montgomery	Md.	1,686	31
Montgomery	Ohio	1,519	65
Montgomery	Pa.	1,550	54
Morris	N. J.	1,149	177
Multnomah	Ore.	1,891	4
Muskegon	Mich.	1,421	105
Nassau	N. Y.	1,688	26
New Castle	Del.	1,529	59
New Haven	Conn.	1,484	74
New London	Conn.	1,356	134
NewYork (Manhattan)	N. Y.	2,359	1
Niagara	N. Y.	1,298	148
Norfolk	Mass.	1,307	145
Norfolk	Va.	1,370	128
Northampton	Pa.	1,459	84
Northumberland	Pa.	842	200
Nueces	Texas	1,036	190
Oakland	Mich.	1,388	120
Oklahoma	Okla.	1,414	109
Oneida	N. Y.	1,386	122
Onondaga	N. Y.	1,392	119
Orange	Cal.	1,191	170
Orange	N. Y.	1,500	71
Orleans	La.	1,381	124
Palm Beach	Fla.	1,164	175
Passaic	N. J.	1,527	60
Peoria	Ill.	1,781	11
Philadelphia	Pa.	1,760	18
Pierce	Wash.	1,538	57
Pima	Ariz.	1,295	147
Pinellas	Fla.	1,369	129
Plymouth	Mass.	1,253	154
Polk	Fla.	989	193
Polk	Iowa	1,779	13
Prince Georges	Md.	915	198
Providence	R. I.	1,496	72
Pulaski	Ark.	1,378	126
Queens	N. Y.	1,897	3
Ramsey	Minn.	1,539	56
Rensselaer	N. Y.	1,439	94
Richland	S. C.	1,176	174
Richmond	N. Y.	1,387	121
Riverside	Cal.	1,153	176
Roanoke	Va.	1,462	83
Rock Island	Ill.	1,661	33
Sacramento	Cal.	1,528	61
Saginaw	Mich.	1,365	131
St. Clair	Ill.	1,381	124
St. Joseph	Ind.	1,491	73
St. Louis	Minn.	1,177	173
St. Louis	Mo.	1,511	68
Salt Lake	Utah	1,621	39
San Bernardino	Cal.	1,035	191
San Diego	Cal.	1,144	178
San Francisco	Cal.	2,238	2
San Joaquin	Cal.	1,438	95
San Mateo	Cal.	1,446	92
Sangamon	Ill.	1,571	50
Santa Clara	Cal.	1,340	137
Schenectady	N. Y.	1,482	75
Schuylkill	Pa.	1,066	188
Sedgwick	Kans.	1,738	20
Shawnee	Kans.	1,818	8
Shelby	Tenn.	1,436	99
Solano	Cal.	1,098	185
Spartanburg	S. C.	947	197
Spokane	Wash.	1,593	46
Stanislaus	Cal.	1,254	153
Stark	Ohio	1,448	90
Suffolk	Mass.	1,583	48
Suffolk	N. Y.	1,412	111
Summit	Ohio	1,638	37
Tarrant	Texas	1,602	44
Travis	Texas	1,318	143
Trumbull	Ohio	1,336	138
Tulare	Cal.	1,138	180
Tulsa	Okla.	1,451	88
Union	N. J.	1,608	43
Vanderburgh	Ind.	1,591	47
Wake	N. C.	1,311	144
Washington	Pa.	1,081	186
Wayne	Mich.	1,554	52
Westchester	N. Y.	1,781	11
Westmoreland	Pa.	1,229	163
Will	Ill.	1,329	140
Winnebago	Ill.	1,595	45
Worcester	Mass.	1,276	150
Wyandotte	Kans.	1,478	76
Yakima	Wash.	1,107	184
York	Pa.	1,464	82

Occasional large variations in ranking between per capita and per family are caused by differences in size of family.

A Survey Into the Hearts and Minds of People Reveals a Frame of Faith and Loyalty For Advertising

Look at advertising from the standpoint of a copywriter. His first problem is to get somebody to read his advertisement. But, second, and more important is to get people to believe it. It seemed to The American Weekly that it was time to look at publications from that same viewpoint—to find out what happens when The American Weekly goes into the home: What does it do to and for people? What do people do with and about the editorial material?

Takes Second Step in Media Research

Gathering this different information required taking the second step in media research. The first step was taken 15 or 20 years ago when publications sought who read and how much. These quantitative answers are familiar: "I noted this," or "I read some of it," or "I read all of it." The American Weekly set out to get the new information it sought reliably and without bias. A suggestion was made to form a committee to guide this survey. The four distinguished experts whose names appear below served without compensation. Recognizing the probability sample as one of the most accurate and authentic sampling methods, the committee selected Alfred Politz Research, Inc. to conduct this qualitative survey.

V. D. Reed Ph.D.—Economist, Associate Director of Research, J. Walter Thompson Co.

F. R. Carl Ph.D.—Director of Marketing and Research, Kudner Agency, Inc.

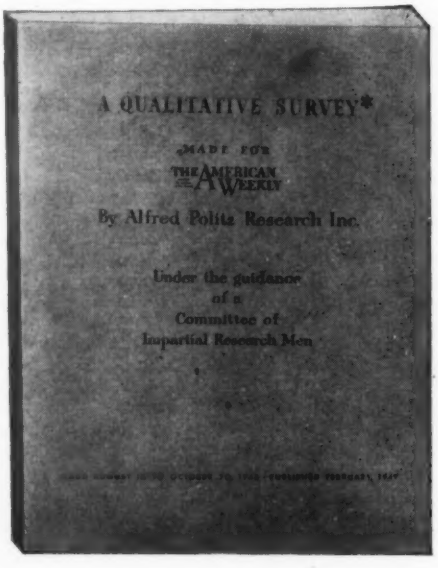
D. B. Lucas Ph.D.—Professor of Marketing, New York University since 1930; and Vice-Chairman, Department of Marketing.

D. G. Robinson —Vice-President in Charge of Research, C. J. LaRoche and Company, Inc.

These men who guided this survey say: "... In our judgment, a decided step forward in national sampling for *media* studies. We believe the results present a satisfactorily reliable picture of the following:

1. Certain characteristics of The American Weekly households in themselves as compared with other households in all areas of the United States ... and

2. Certain opinions as expressed by members of The American Weekly households towards specific aspects of the articles selected for investigation."



THE AMERICAN WEEKLY
Greatest Circulation in the World

"The Nation's Reading Habit"—A Hearst Publication
MAIN OFFICE: 63 VESEY ST., NEW YORK 7, N. Y.

BRANCH OFFICES: *16 Arlington St., Boston 16 • Arcade Bldg., St. Louis 1 • Hearst Bldg., Chicago 6 • 101 Marietta St., Atlanta 3 Hanna Bldg., Cleveland 15 • General Motors Bldg., Detroit 2 • Pershing Sq. Bldg., Los Angeles 13 • Hearst Bldg., San Francisco 3*

IN EDUCATION AND INCOME, in all the things that make for good advertising prospects, this survey reveals that The American Weekly audience is above the national average.

55. ***"Have any of the children ever found articles in The American Weekly that were helpful in their school work?"***

The answers were yes in 22.3% or in at least 600,000 households with children.

Just as good advertising is talked about—spread to others by word-of-mouth, so it is with editorial articles published in The American Weekly. Both lead many people to action—influence the thoughts of many more people than the original readers.

57. ***"How many school years were completed by (the female head of the household)?"***

Two things are important to make advertising successful—the intelligence and incomes of the people who will read it. 42.8% of the male heads and 45.6% of the female heads in The American Weekly households finished high school or college. They provide a true educational balance for all advertising.

31. ***"Would you like to see any of these types of articles in The American Weekly more often?"***

The answers indicate that The American Weekly could be improved for most readers only by publishing more articles on the subjects that already make up the largest percentage of its editorial content.

Examine any copy of The American Weekly and note how skillfully it is edited for the millions—running the gamut of basic human interests from love, sex, romance, mystery and tragedy, through science, education, history, health and religion.

32. ***"Would you say that The American Weekly is entertaining and also educational, only educational, only entertaining, or neither?"***

84.2% of the respondents said The American Weekly was both entertaining and educational. The answers bear out what John Erskine, noted author, poet and musician and English professor emeritus at Columbia University, said about The American Weekly some three years ago, "There is no good education without entertainment."

24. ***"Did you ever discuss these recipes* with your friends?"***

When many millions of people discuss these recipes with their friends it shows that such editorial material published in The American Weekly causes people to take action.

*The Household Almanac page is a regular feature of The American Weekly and appears in every issue. Seasonal recipes, desserts and entire meals make this page one of the most popular woman's page features.

19. ***"Did you ever discuss any of these (medical) articles with your doctor?"***

Hundreds of thousands of readers discussed with their doctors, medical articles that were published in The American Weekly. They seemed to have found inspiration or guidance in the right direction—inspiration or guidance towards the professionally competent medical practitioners.

*Medical articles were selected for this survey because they represented a constant in The American Weekly. During the past 2 years 138 articles on medicine were published in The American Weekly. Only 2 issues during this time did not contain such articles.

64. ***"In which of these (income groups) does the approximate income of your household fall?"***

Two things are important to make advertising successful—the incomes and the intelligence of the people who will read it. The great majority of all The American Weekly households fall in the income groups ($3000 and over) which account for the greatest volume of sales. They provide a good income balance for all advertising.

12. ***"Have these articles (in the series 'My Faith'*) ever been brought up in your church?"***

*"My Faith" was the title used on a series of 23 articles written by outstanding scientists and business men including Albert Einstein, Robert A. Millikan, Arthur H. Compton, Victor Francis Hess, all Nobel Prize winners. These articles discussed the question: Is there a real conflict between the revelations of religion and the discoveries of science?

Scores of thousands of people reported hearing "My Faith" articles discussed in church. That's what makes The American Weekly readers believe what they read in their favorite magazine.

Copies of the complete findings of this survey are available to national advertisers on request

You will see that the editorial material in The American Weekly has built a place for itself in the lives and hearts of its readers, that it has become a great moral and social force, that it has built acceptance and faith, a devotion that very few publications can boast of.

Per Family Effective Buying Income, 200 Counties

SM Estimates, 1948, for the 200 counties leading in population

COUNTY	STATE	NET E. B. I. PER FAMILY SM Estimates	Rank in Group
Alameda	Cal.	5,333	56
Albany	N. Y.	5,454	47
Allegheny	Pa.	6,015	13
Allen	Ind.	6,206	8
Arlington	Va.	5,462	44
Atlantic	N. J.	4,766	128
Baltimore	Md.	5,599	37
Beaver	Pa.	4,764	129
Bergen	N. J.	5,118	89
Berks	Pa.	4,942	103
Berkshire	Mass.	4,370	162
Berrien	Mich.	4,444	153
Bexar	Texas	4,897	106
Blair	Pa.	4,056	175
Bristol	Mass.	4,011	177
Bronx	N. Y.	5,496	43
Broome	N. Y.	4,896	109
Bucks	Pa.	3,444	195
Buncombe	N. C.	5,198	76
Butler	Ohio	4,652	139
Caddo	La.	4,892	110
Cambria	Pa.	4,412	156
Camden	N. J.	4,383	159
Charleston	S. C.	4,220	170
Chautauqua	N. Y.	4,684	137
Chatham	Ga.	4,481	151
Chester	Pa.	3,764	185
Clark	Ohio	4,878	113
Clark	Wash.	3,483	193
Contra Costa	Cal.	3,270	199
Cook	Ill.	6,109	11
Cumberland	Maine	5,035	95
Cuyahoga	Ohio	5,988	15
Dade	Fla.	3,941	181
Dallas	Texas	5,510	41
Dane	Wis.	5,242	70
Dauphin	Pa.	5,299	59
Davidson	Tenn.	4,809	117
Delaware	Pa.	5,301	58
Denver	Colo.	5,458	46
District of Columbia		6,141	9
Douglas	Neb.	6,133	10
DuPage	Ill.	5,701	30
Duval	Fla.	4,378	160
East Baton Rouge	La.	4,918	108
El Paso	Texas	4,343	163
Erie	N. Y.	5,263	68
Erie	Pa.	4,885	111
Escambia	Fla.	3,565	189
Essex	Mass.	4,397	157
Essex	N. J.	6,621	3
Fairfield	Conn.	6,252	7
Fayette	Pa.	3,542	190
Forsyth	N. C.	5,729	28
Franklin	Ohio	5,292	62
Fresno	Cal.	4,520	146
Fulton	Ga.	4,777	124
Genessee	Mich.	5,132	88
Greenville	S. C.	4,269	165
Guilford	N. C.	5,340	55
Hamilton	Ohio	5,430	49
Hamilton	Tenn.	4,840	116
Hampden	Mass.	5,170	80
Harris	Texas	5,641	33
Hartford	Conn.	6,015	13
Hennepin	Minn.	5,789	21
Henrico	Va.	5,842	18
Hillsborough	Fla.	3,792	183
Hillsborough	N. H.	4,119	173
Hinds	Miss.	5,230	73
Hudson	N. J.	5,171	79
Ingham	Mich.	5,664	32
Jackson	Mo.	5,161	81
Jefferson	Ala.	4,515	147
Jefferson	Ky.	5,149	86
Jefferson	Texas	4,776	125
Kalamazoo	Mich.	4,999	98
Kanawha	W. Va.	4,791	122
Kane	Ill.	5,522	40
Kent	Mich.	4,373	161
Kern	Cal.	4,803	118
King	Wash.	5,102	90
Kings	N. Y.	5,441	48
Knox	Tenn.	5,152	85
La Salle	Ill.	5,050	94
Lackawanna	Pa.	5,393	51
Lake	Ill.	5,757	24
Lake	Ind.	5,236	71
Lancaster	Pa.	5,001	97
Lehigh	Pa.	4,991	99
Lorain	Ohio	5,134	87
Los Angeles	Cal.	5,213	75
Lucas	Ohio	5,296	60
Luzerne	Pa.	5,098	92
Macomb	Mich.	4,445	152
Madison	Ill.	4,233	169
Mahoning	Ohio	5,765	22
Maricopa	Ariz.	4,298	164
Marion	Ind.	5,923	16
McLennan	Texas	4,031	176
Mecklenburg	N. C.	5,752	25
Mercer	N. J.	5,543	39
Middlesex	Mass.	5,232	72
Middlesex	N. J.	4,710	135
Milwaukee	Wis.	5,828	19
Mobile	Ala.	5,024	96
Monmouth	N. J.	4,798	119
Monroe	N. Y.	5,348	54
Monterey	Cal.	4,768	127
Montgomery	Ala.	4,241	167
Montgomery	Md.	5,823	20
Montgomery	Ohio	5,156	84
Montgomery	Pa.	5,720	29
Morris	N. J.	3,986	178
Multnomah	Ore.	5,498	42
Muskegon	Mich.	4,974	100
Nassau	N. Y.	6,087	12
New Castle	Del.	5,425	50
New Haven	Conn.	5,288	63
New London	Conn.	4,547	144
NewYork (Manhattan)	N. Y.	7,011	1
Niagara	N. Y.	4,682	138
Norfolk	Mass.	4,880	112
Norfolk	Va.	5,243	69
Northampton	Pa.	5,223	74
Northumberland	Pa.	3,206	200
Nueces	Texas	3,627	188
Oakland	Mich.	5,160	82
Oklahoma	Okla.	4,492	149
Oneida	N. Y.	4,708	136
Onondaga	N. Y.	4,730	134
Orange	Cal.	3,778	184
Orange	N. Y.	4,936	104
Orleans	La.	4,731	133
Palm Beach	Fla.	3,433	196
Passaic	N. J.	5,293	61
Peoria	Ill.	5,630	34
Philadelphia	Pa.	6,307	6
Pierce	Wash.	4,795	120
Pima	Ariz.	4,613	142
Pinellas	Fla.	3,738	186
Plymouth	Mass.	4,145	171
Polk	Fla.	3,453	194
Polk	Iowa	5,693	31
Prince Georges	Md.	3,492	191
Providence	R. I.	5,280	65
Pulaski	Ark.	4,542	145
Queens	N. Y.	6,645	2
Ramsey	Minn.	5,195	77
Rensselaer	N. Y.	4,741	132
Richland	S. C.	4,241	167
Richmond	N. Y.	5,159	83
Riverside	Cal.	3,670	187
Roanoke	Va.	5,598	38
Rock Island	Ill.	5,392	52
Sacramento	Cal.	4,842	115
Saginaw	Mich.	4,920	105
St. Clair	Ill.	4,493	148
St. Joseph	Ind.	5,271	67
St. Louis	Minn.	3,972	179
St. Louis	Mo.	5,309	57
Salt Lake	Utah	5,761	23
San Bernardino	Cal.	3,284	198
San Diego	Cal.	3,383	197
San Francisco	Cal.	6,365	5
San Joaquin	Cal.	4,417	155
San Mateo	Cal.	4,772	126
Sangamon	Ill.	5,101	91
Santa Clara	Cal.	4,264	166
Schenectady	N. Y.	4,871	114
Schuylkill	Pa.	4,394	158
Sedgwick	Kans.	5,381	53
Shawnee	Kans.	5,619	35
Shelby	Tenn.	4,751	131
Solano	Cal.	3,491	192
Spartanburg	S. C.	3,888	182
Spokane	Wash.	4,971	101
Stanislaus	Cal.	4,418	154
Stark	Ohio	5,068	93
Suffolk	Mass.	5,746	26
Suffolk	N. Y.	4,647	140
Summit	Ohio	5,733	27
Tarrant	Texas	5,284	64
Travis	Texas	4,488	150
Trumbull	Ohio	4,963	102
Tulare	Cal.	4,136	172
Tulsa	Okla.	4,762	130
Union	N. J.	5,920	17
Vanderburgh	Ind.	5,459	45
Wake	N. C.	5,272	66
Washington	Pa.	4,098	174
Wayne	Mich.	5,611	36
Westchester	N. Y.	6,428	4
Westmoreland	Pa.	4,795	120
Will	Ill.	4,612	143
Winnebago	Ill.	5,191	78
Worcester	Mass.	4,632	141
Wyandotte	Kans.	4,899	107
Yakima	Wash.	3,964	180
York	Pa.	4,788	123

Occasional large variations in ranking between per capita and per family are caused by differences in size of family.

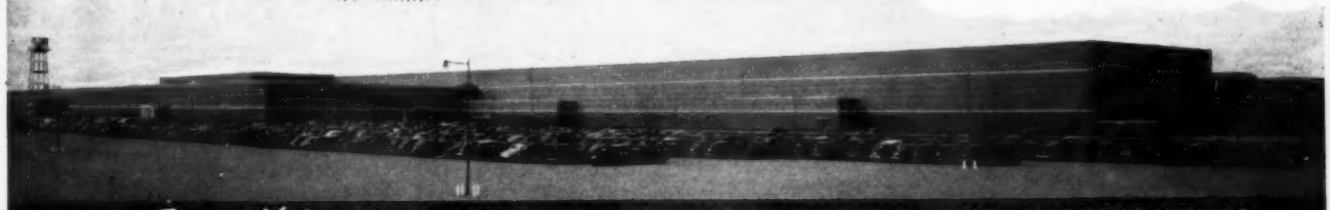
YOUR BEST MOVE IS TO *Oklahoma City!*



If you're pondering where to locate that new plant or warehouse, we believe you will find that Oklahoma City is the *right place* to move because it has *everything* you want or need in a new location.

Compare Oklahoma City point for point with other locations. There are very few spots in the nation offering so many advantages favorable to industrial operations.

So, if you're planning to move, or establish a new branch operation, drop us a letter. We will send you immediately our Industrial Survey covering all the factors that are vital to successful industrial operation. We welcome new industry and will do everything we can to cooperate with you in every way.



HAS *Everything* YOU NEED FOR MANUFACTURING AND DISTRIBUTING



LOCATION

Centrally located in the Great Southwest, Oklahoma City is the largest distribution center in the state and one of the largest in this region.



LIVING CONDITIONS

A clean, modern city where living costs are normal. People like to live in Oklahoma City.



WATER SUPPLY

The municipally owned water supply is ample for any purpose.



TRANSPORTATION

Fast air, rail, bus and freight service radiate in all directions.



NATURAL GAS

There is an unlimited supply of low-cost natural gas available for industrial and domestic use.



ELECTRIC POWER

Electric power is always plentiful and dependable. It has met the super-demands of war production and all requirements of peacetime production. Rates are economical and flexible to provide fair schedules to meet industry's requirements.



AVAILABLE INDUSTRIAL SITES

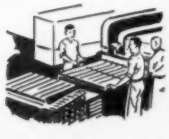
Numerous sites are available in restricted industrial districts. Adequate facilities include trackage, utilities, and hard-surface roads.





LIBERAL CORPORATION CODE

Recent revisions of the Oklahoma Corporation Code make it compare favorably with the most liberal codes in the country.



LABOR

In Oklahoma City you can operate under as ideal labor conditions as you will find anywhere in the nation. Percentage of strikes is low . . . no craft or group is fully unionized.

Industrial Division

OKLAHOMA CITY CHAMBER OF COMMERCE

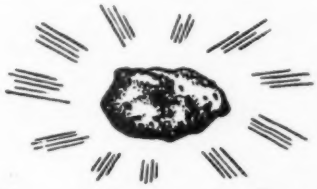
OKLAHOMA CITY, OKLAHOMA

Total Net Effective Buying Income, 200 Leading Counties

SM Estimates, 1948, for the 200 counties leading in this category

COUNTY	STATE	NET E. B. I. SM Estimates (in thousands)	Rank in Group
Alameda	Cal.	1,221,680	22
Albany	N. Y.	390,533	75
Allegheny	Pa.	2,476,478	9
Allen	Ind.	312,146	98
Arlington	Va.	327,197	92
Atlantic	N. J.	201,610	152
Baltimore	Md.	1,820,120	12
Beaver	Pa.	215,818	142
Bergen	N. J.	665,880	45
Berks	Pa.	355,818	84
Berkshire	Mass.	161,239	193
Bernalillo	N. M.	169,385	182
Berrien	Mich.	151,986	199
Bexar	Texas	607,264	50
Blair	Pa.	172,777	179
Bristol	Mass.	438,787	69
Bronx	N. Y.	2,325,975	10
Broome	N. Y.	251,680	126
Buncombe	N. C.	164,780	189
Butler	Ohio	193,974	159
Caddo	La.	240,680	130
Calhoun	Mich.	162,241	192
Cambria	Pa.	251,899	125
Camden	N. J.	343,192	90
Charleston	S. C.	219,019	140
Chautauqua	N. Y.	183,140	168
Chatham	Ga.	206,136	149
Chester	Pa.	151,329	200
Clark	Ohio	176,586	174
Contra Costa	Cal.	278,307	114
Cook	Ill.	8,176,791	1
Cumberland	Maine	253,284	124
Cuyahoga	Ohio	2,516,329	8
Dade	Fla.	511,190	62
Dallas	Texas	935,120	30
Dane	Wis.	231,174	138
Dauphin	Pa.	313,728	97
Davidson	Tenn.	400,606	72
Delaware	Pa.	567,220	54
Denver	Colo.	716,844	40
District of Columbia		1,466,352	16
Douglas	Neb.	539,110	58
Du Page	Ill.	198,986	155
Dutchess	N. Y.	166,058	187
Duval	Fla.	365,604	81
East Baton Rouge	La.	172,637	180
El Paso	Texas	212,352	143
Erie	N. Y.	1,290,056	19
Erie	Pa.	293,578	106
Essex	Mass.	661,706	46
Essex	N. J.	1,722,870	14
Fairfield	Conn.	883,437	32
Fayette	Pa.	183,470	167
Forsyth	N. C.	209,676	146
Franklin	Ohio	729,756	39
Fresno	Cal.	360,723	82
Fulton	Ga.	685,985	43
Galveston	Texas	168,960	183
Genessee	Mich.	373,581	79
Greenville	S. C.	177,173	173
Guilford	N. C.	240,280	132
Hamilton	Ohio	1,250,420	20
Hamilton	Tenn.	267,661	118
Hampden	Mass.	520,090	60
Harris	Texas	1,246,140	21
Hartford	Conn.	920,261	31
Hennepin	Minn.	1,145,700	24
Henrico	Va.	455,654	67
Hillsborough	Fla.	249,528	127
Hillsborough	N. H.	192,787	160
Hinds	Miss.	185,128	165
Hudson	N. J.	1,068,939	26
Ingham	Mich.	263,368	121
Jackson	Mich.	186,244	186
Jackson	Mo.	949,038	29
Jefferson	Ala.	671,418	44
Jefferson	Ky.	735,285	37
Jefferson	Texas	304,720	99
Kalamazoo	Mich.	177,957	172
Kanawha	W. Va.	303,250	100
Kane	Ill.	242,983	129
Kent	Mich.	345,035	87
Kern	Cal.	291,521	107
King	Wash.	1,200,964	23
Kings	N. Y.	4,206,540	4
Knox	Tenn.	302,396	101
LaSalle	Ill.	164,138	190
Lackawanna	Pa.	369,390	80
Lake	Ill.	225,680	138
Lake	Ind.	496,865	63
Lancaster	Neb.	182,158	169
Lancaster	Pa.	324,044	94
Lehigh	Pa.	279,993	113
Linn	Iowa	173,254	177
Lorain	Ohio	191,516	162
Los Angeles	Cal.	6,539,776	2
Lucas	Ohio	612,215	49
Luzerne	Pa.	539,835	57
Macomb	Mich.	194,230	158
Madison	Ill.	230,680	137
Mahoning	Ohio	381,059	78
Maricopa	Ariz.	343,831	89
Marion	Ind.	1,008,127	28
Mecklenberg	N. C.	265,750	120
Mercer	N. J.	337,020	91
Middlesex	Mass.	1,499,484	15
Middlesex	N. J.	319,346	95
Milwaukee	Wis.	1,449,485	17
Mobile	Ala.	326,579	93
Monmouth	N. J.	287,430	110
Monroe	N. Y.	732,420	38
Monterey	Cal.	170,705	181
Montgomery	Ala.	167,521	184
Montgomery	Md.	200,899	153
Montgomery	Ohio	565,112	61
Montgomery	Pa.	514,755	55
Morris	N. J.	160,239	194
Multnomah	Ore.	1,011,565	27
Muskegon	Mich.	179,048	171
Nassau	N. Y.	799,838	35
New Castle	Del.	315,727	96
New Haven	Conn.	830,241	34
New London	Conn.	191,681	161
New York (Manhattan)	N. Y.	4,544,645	3
Niagara	N. Y.	240,638	131
Norfolk	Mass.	489,491	64
Norfolk	Va.	541,062	56
Northampton	Pa.	274,730	116
Nueces	Texas	166,864	185
Oakland	Mich.	481,914	65
Oklahoma	Okla.	460,411	66
Oneida	N. Y.	301,316	102
Onondaga	N. Y.	447,946	68
Orange	Cal.	204,685	151
Orange	N. Y.	209,272	147
Orleans	La.	792,418	36
Passaic	N. J.	526,690	59
Peoria	Ill.	293,865	105
Philadelphia	Pa.	3,759,552	6
Pierce	Wash.	350,008	86
Pima	Ariz.	155,012	196
Pinellas	Fla.	189,517	163
Plymouth	Mass.	236,261	134
Polk	Iowa	389,404	76
Providence	R. I.	853,217	33
Pulaski	Ark.	282,529	112
Queens	N. Y.	2,892,558	7
Racine	Wis.	154,617	197
Ramsey	Minn.	570,905	52
Rensselaer	N. Y.	175,414	175
Richland	S. C.	155,216	195
Richmond	N. Y.	266,720	119
Riverside	Cal.	172,835	178
Roanoke	Va.	174,672	176
Rock Island	Ill.	223,238	139
Sacramento	Cal.	391,266	73
Saginaw	Mich.	211,575	144
St. Clair	Ill.	258,799	122
St. Joseph	Ind.	291,491	108
St. Louis	Minn.	247,062	128
St. Louis	Mo.	1,931,974	11
Salt Lake	Utah	426,317	70
San Bernardino	Cal.	275,517	115
San Diego	Cal.	633,318	47
San Francisco	Cal.	1,776,972	13
San Joaquin	Cal.	295,940	103
San Mateo	Cal.	286,306	111
Sangamon	Ill.	196,375	156
Santa Clara	Cal.	353,090	85
Schenectady	N. Y.	205,553	150
Schuylkill	Pa.	238,144	133
Scott	Iowa	186,063	164
Sedgwick	Kans.	391,224	74
Shawnee	Kans.	210,161	145
Shelby	Tenn.	603,846	51
Spokane	Wash.	344,513	88
Stanislaus	Cal.	163,898	191
Stark	Ohio	412,535	71
Suffolk	Mass.	1,446,833	18
Suffolk	N. Y.	288,116	109
Summit	Ohio	689,132	42
Tarrant	Texas	568,069	53
Travis	Texas	200,091	154
Trumbull	Ohio	206,950	148
Tulare	Cal.	184,470	166
Tulsa	Okla.	359,022	83
Union	N. J.	617,456	48
Vanderburgh	Ind.	258,219	123
Wake	N. C.	152,890	198
Washington	Pa.	231,550	135
Washtenaw	Mich.	165,811	188
Wayne	Mich.	3,940,230	5
Westchester	N. Y.	1,075,368	25
Westmoreland	Pa.	388,364	77
Will	Ill.	179,415	170
Winnebago	Ill.	215,963	141
Woodbury	Iowa	195,636	157
Worcester	Mass.	689,291	41
Wyandotte	Kans.	273,355	117
York	Pa.	295,874	104
Total Above Counties		124,740,559	
% of U. S. A.		66.0347	





This will remind you of
what was discovered
100 years ago in the
hills east of KNBC

In 1849 prospectors had to take it
out with pick and shovel

IN 1949 THERE'S AN EASIER WAY!

In the nine San Francisco Bay Area counties, more people than ever before have more money to spend. From 1940 to 1949 in these nine counties...

Population increased 49%
FROM 1,734,308 TO 2,587,000

Per Capita income increased 78%
FROM $939.28 TO $1,671.41

Retail Sales increased 261%
FROM $876,396,000 TO $3,162,532,000

AND REMEMBER—THE NINE BAY AREA COUNTIES REPRESENT ONLY 60% OF KNBC'S RICH LISTENING AREA!

Are you getting your share of this rich California "gold mine"?

THE BONANZA STATION OF CALIFORNIA

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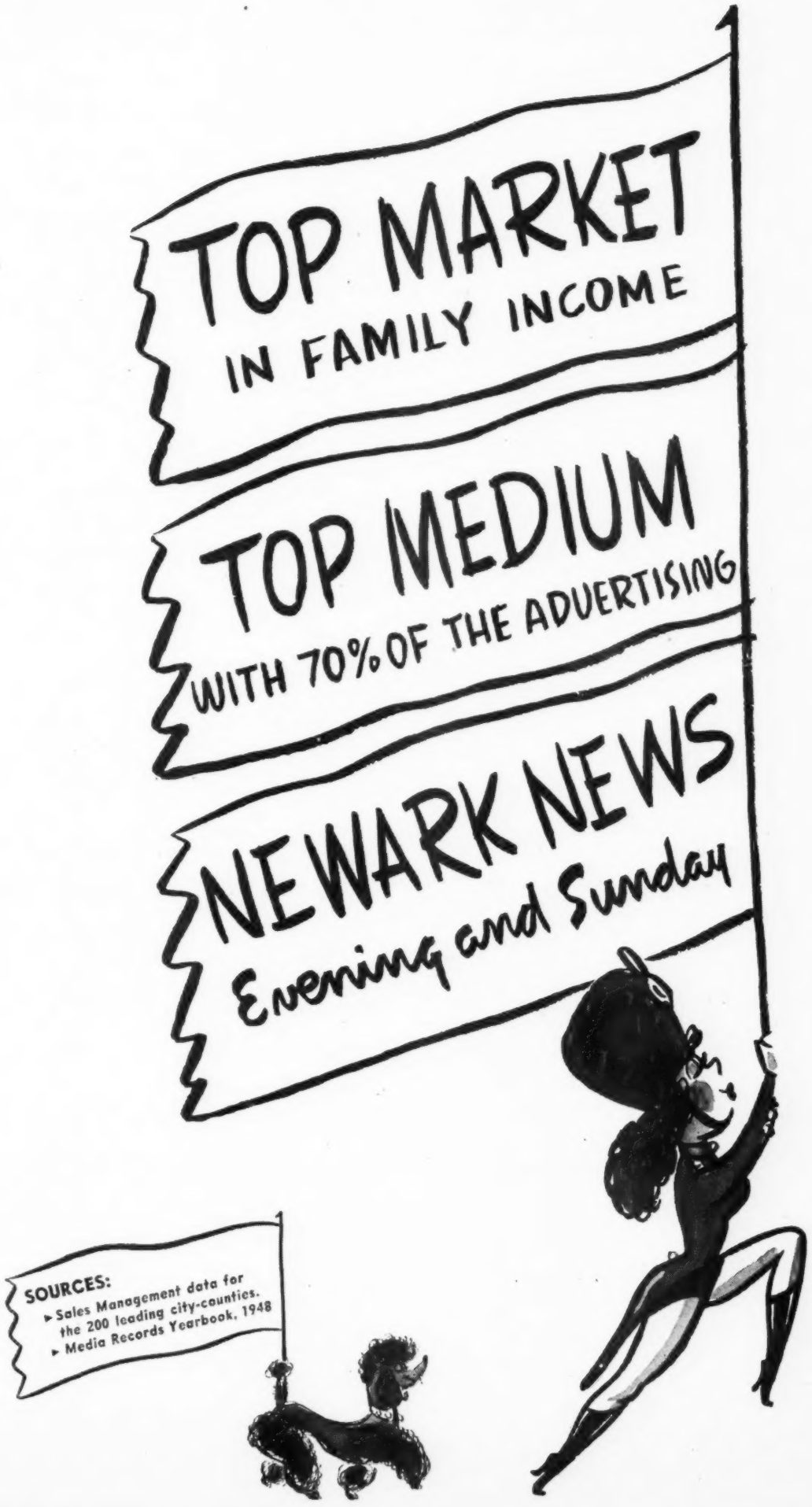
KNBC

50,000 WATTS 680 K.C.

Total Retail Sales, 200 Leading Counties

SM Estimates, 1948, for the 200 counties leading in this category

COUNTY	STATE	TOTAL RETAIL SALES SM Estimates (in thousands)	Rank in Group
Alameda	Cal.	875,643	19
Albany	N. Y.	284,038	81
Allegheny	Pa.	1,468,537	8
Allen	Ind.	189,840	114
Arlington	Va.	114,778	196
Atlantic	N. J.	158,303	136
Baltimore	Md.	1,222,323	11
Beaver	Pa.	123,120	176
Bergen	N. J.	360,093	57
Berks	Pa.	223,472	94
Berkshire	Mass.	119,734	184
Bernalillo	N. M.	118,802	187
Berrien	Mich.	115,675	193
Bexar	Texas	402,750	52
Black Hawk	Iowa	130,772	165
Blair	Pa.	121,821	179
Bristol	Mass.	288,070	78
Bronx	N. Y.	886,367	18
Broome	N. Y.	160,543	134
Brown	Wis.	119,565	185
Buchanan	Mo.	112,364	200
Butler	Ohio	125,095	173
Caddo	La.	186,178	119
Calhoun	Mich.	121,967	178
Cambria	Pa.	171,766	124
Camden	N. J.	224,456	92
Charleston	S. C.	116,756	190
Chatham	Ga.	135,536	155
Chester	Pa.	112,692	198
Contra Costa	Cal.	215,582	97
Cook	Ill.	5,001,269	1
Cumberland	Maine	189,718	115
Cuyahoga	Ohio	1,550,676	7
Dade	Fla.	517,809	41
Dallas	Texas	799,204	23
Dane	Wis.	197,392	108
Dauphin	Pa.	192,693	112
Davidson	Tenn.	313,470	66
Delaware	Pa.	296,427	75
Denver	Colo.	613,611	31
District of Columbia		976,790	16
Douglas	Neb.	368,951	56
Dutchess	N. Y.	117,236	189
Duval	Fla.	294,385	76
East Baton Rouge	La.	141,258	149
El Paso	Texas	156,156	138
Erie	N. Y.	772,602	25
Erie	Pa.	178,243	121
Essex	Mass.	416,716	51
Essex	N. J.	1,052,399	15
Fairfield	Conn.	517,836	40
Fayette	Ky.	125,154	172
Fayette	Pa.	130,390	166
Forsyth	N. C.	120,379	182
Franklin	Ohio	542,792	37
Fresno	Cal.	303,042	73
Fulton	Ga.	653,959	30
Galveston	Texas	112,595	199
Genessee	Mich.	287,914	79
Greenville	S. C.	130,923	164
Guilford	N. C.	173,623	123
Hamilton	Ohio	786,167	24
Hamilton	Tenn.	205,006	103
Hampden	Mass.	388,895	54
Harris	Texas	859,844	21
Hartford	Conn.	553,601	35
Hennepin	Minn.	874,434	20
Henrico	Va.	392,802	53
Hillsborough	N. H.	146,269	145
Hillsborough	Fla.	194,392	110
Hinds	Miss.	131,950	161
Hudson	N. J.	597,644	32
Ingham	Mich.	205,456	101
Jackson	Mich.	118,483	188
Jackson	Mo.	808,854	22
Jefferson	Ala.	543,888	36
Jefferson	Ky.	491,434	44
Jefferson	Texas	208,733	99
Kalamazoo	Mich.	141,876	148
Kanawha	W. Va.	190,082	113
Kane	Ill.	161,916	130
Kent	Mich.	342,639	62
Kern	Cal.	226,345	91
King	Wash.	956,762	17
Kings	N. Y.	1,905,701	6
Knox	Tenn.	217,622	96
Lackawanna	Pa.	204,432	104
Lake	Ill.	148,159	144
Lake	Ind.	345,590	61
Lancaster	Neb.	138,354	151
Lancaster	Pa.	200,461	106
Lehigh	Pa.	188,572	117
Linn	Iowa	137,536	153
Lorain	Ohio	114,551	197
Los Angeles	Cal.	4,836,534	2
Lucas	Ohio	423,960	49
Luzerne	Pa.	300,216	74
Macomb	Mich.	120,027	183
Madison	Ill.	148,851	143
Mahoning	Ohio	259,979	84
Maricopa	Ariz.	311,366	67
Marion	Ind.	655,978	29
Mecklenberg	N. C.	196,974	109
Mercer	N. J.	235,866	89
Middlesex	Mass.	746,077	26
Middlesex	N. J.	223,595	93
Milwaukee	Wis.	1,116,013	14
Mobile	Ala.	187,425	118
Monmouth	N. J.	211,770	98
Monroe	N. Y.	463,754	46
Monterey	Cal.	120,593	181
Montgomery	Ala.	132,852	160
Montgomery	Ohio	385,595	55
Montgomery	Pa.	303,048	72
Morris	N. J.	122,648	177
Multnomah	Ore.	679,812	27
Muskegon	Mich.	124,027	175
Nassau	N. Y.	485,121	45
New Castle	Del.	193,881	111
New Haven	Conn.	538,284	38
New London	Conn.	128,194	168
New York (Manhattan)	N. Y.	3,767,124	3
Niagara	N. Y.	161,346	132
Norfolk	Mass.	305,447	70
Norfolk	Va.	335,170	64
Northampton	Pa.	159,376	135
Nueces	Texas	124,254	174
Oakland	Mich.	358,144	58
Oklahoma	Okla.	347,000	60
Oneida	N. Y.	174,225	122
Onondaga	N. Y.	303,524	71
Orange	Cal.	199,709	107
Orange	Fla.	119,139	186
Orange	N. Y.	134,838	158
Orleans	La.	584,742	33
Palm Beach	Fla.	143,764	146
Passaic	N. J.	357,902	59
Peoria	Ill.	201,151	105
Philadelphia	Pa.	2,207,063	5
Pierce	Wash.	248,096	87
Pima	Ariz.	128,370	167
Pinellas	Fla.	166,987	126
Plymouth	Mass.	166,452	125
Polk	Iowa	309,096	68
Providence	R. I.	582,168	34
Pulaski	Ark.	223,101	95
Queens	N. Y.	1,205,754	12
Racine	Wis.	115,009	195
Ramsey	Minn.	532,312	39
Richland	S. C.	121,518	180
Richmond	N. Y.	137,913	152
Riverside	Cal.	161,423	131
Roanoke	Va.	134,503	159
Rock Island	Ill.	126,714	170
Sacramento	Cal.	308,755	69
Saginaw	Mich.	156,824	137
St. Clair	Ill.	150,320	141
St. Joseph	Ind.	205,036	102
St. Louis	Minn.	237,723	88
St. Louis	Mo.	1,385,426	9
Salt Lake	Utah	321,955	65
San Bernardino	Cal.	248,196	86
San Diego	Cal.	515,657	42
San Francisco	Cal.	1,277,860	10
San Joaquin	Cal.	227,485	90
San Mateo	Cal.	188,836	116
Sangamon	Ill.	135,250	156
Santa Barbara	Cal.	115,767	192
Santa Clara	Cal.	293,847	77
Schenectady	N. Y.	131,201	163
Schuylkill	Pa.	136,067	154
Scott	Iowa	125,689	171
Sedgwick	Kans.	284,794	80
Shawnee	Kans.	150,801	140
Shelby	Tenn.	498,972	43
Spokane	Wash.	260,199	83
Stanislaus	Cal.	131,278	162
Stark	Ohio	275,070	82
Suffolk	Mass.	1,173,295	13
Suffolk	N. Y.	179,229	120
Summit	Ohio	420,278	50
Tarrant	Texas	430,999	48
Travis	Texas	152,330	139
Trumbull	Ohio	116,682	191
Tulare	Cal.	134,889	157
Tulsa	Okla.	257,062	85
Union	N. J.	342,345	63
Vanderburgh	Ind.	165,582	128
Wake	N. C.	115,169	194
Washington	Pa.	149,947	142
Washtenaw	Mich.	140,311	150
Wayne	Mich.	2,948,126	4
Westchester	N. Y.	674,104	28
Westmoreland	Pa.	205,982	100
Winnebago	Ill.	166,321	127
Woodbury	Iowa	141,956	147
Worcester	Mass.	450,374	47
Wyandotte	Kans.	165,168	129
Yakima	Wash.	127,645	169
York	Pa.	160,811	133
Total Above Counties		83,960,154	
% of U. S. A.		64.3092	


TOP MARKET
IN FAMILY INCOME
TOP MEDIUM
WITH 70% OF THE ADVERTISING
NEWARK NEWS
Evening and Sunday
SOURCES:
▸ Sales Management data for the 200 leading city-counties.
▸ Media Records Yearbook, 1948

Food Store Sales, 200 Leading Counties

SM Estimates, 1948, for the 200 counties leading in this category

COUNTY	STATE	FOOD STORE SALES SM Estimates (in thousands)	Rank in Group
Alameda	Cal.	254,216	17
Albany	N. Y.	59,892	93
Allegheny	Pa.	406,132	8
Allen	Ind.	37,075	143
Arlington	Va.	33,037	161
Atlantic	N. J.	43,142	120
Baltimore	Md.	317,127	11
Beaver	Pa.	42,001	126
Bergen	N. J.	124,509	39
Berks	Pa.	60,862	89
Berkshire	Mass.	32,813	165
Berrien	Mich.	27,928	185
Bexar	Texas	82,961	65
Black Hawk	Iowa	26,309	195
Blair	Pa.	39,126	134
Bristol	Mass.	92,152	59
Bronx	N. Y.	367,907	10
Broome	N. Y.	38,887	136
Butler	Ohio	35,169	148
Caddo	La.	34,107	155
Calhoun	Mich.	27,984	184
Cambria	Pa.	41,736	128
Camden	N. J.	68,589	78
Charleston	S. C.	27,041	189
Chautauqua	N. Y.	26,107	197
Chatham	Ga.	35,149	149
Chester	Pa.	29,696	175
Clark	Ohio	29,254	179
Contra Costa	Cal.	91,271	60
Cook	Ill.	980,804	2
Cumberland	Maine	49,429	105
Cuyahoga	Ohio	389,870	9
Dade	Fla.	96,867	54
Dallas	Texas	143,101	33
Dane	Wis.	40,725	132
Dauphin	Pa.	43,531	118
Davidson	Tenn.	67,620	79
Delaware	Pa.	98,397	53
Denver	Colo.	109,001	46
District of Columbia		227,060	19
Douglas	Neb.	84,052	64
Du Page	Ill.	32,882	164
Dutchess	N. Y.	33,891	158
Duval	Fla.	61,950	88
El Paso	Texas	29,394	178
Erie	N. Y.	196,668	23
Erie	Pa.	45,060	116
Essex	Mass.	139,628	37
Essex	N. J.	276,768	15
Fairfield	Conn.	143,858	32
Fayette	Pa.	31,724	168
Franklin	Ohio	123,572	40
Fresno	Cal.	81,641	67
Fulton	Ga.	106,750	48
Galveston	Texas	26,962	191
Genessee	Mich.	69,320	77
Greenville	S. C.	26,924	192
Guilford	N. C.	34,155	153
Hamilton	Ohio	199,453	22
Hamilton	Tenn.	48,588	107
Hampden	Mass.	94,883	55
Harris	Texas	178,717	26
Hartford	Conn.	142,685	34
Hennepin	Minn.	193,760	25
Henrico	Va.	81,788	66
Hillsborough	Fla.	38,278	137
Hillsborough	N. H.	48,653	106
Hudson	N. J.	205,391	21
Ingham	Mich.	41,839	127
Jackson	Mo.	128,798	38
Jefferson	Ala.	105,404	49
Jefferson	Ky.	112,201	43
Jefferson	Texas	42,307	123
Kalamazoo	Mich.	29,698	175
Kanawha	W. Va.	42,142	125
Kane	Ill.	42,198	124
Kent	Mich.	75,570	73
Kenton	Ky.	29,776	174
Kern	Cal.	66,875	80
King	Wash.	195,484	24
Kings	N. Y.	672,701	3
Knox	Tenn.	49,450	104
Lackawanna	Pa.	64,572	82
Lake	Ill.	41,004	130
Lake	Ind.	87,843	62
Lancaster	Neb.	29,153	181
Lancaster	Pa.	42,801	121
Lehigh	Pa.	46,242	113
Litchfield	Conn.	26,734	194
Lorain	Ohio	32,954	162
Los Angeles	Cal.	1,220,344	1
Lucas	Ohio	101,881	51
Luzerne	Pa.	90,367	61
Macomb	Mich.	26,078	198
Madison	Ill.	41,041	129
Mahoning	Ohio	63,652	83
Maricopa	Ariz.	59,078	94
Marin	Cal.	26,803	193
Marion	Ind.	139,961	36
Mecklenberg	N. C.	33,680	159
Mercer	N. J.	63,392	84
Middlesex	Mass.	276,965	14
Middlesex	N. J.	78,606	70
Milwaukee	Wis.	282,325	13
Mobile	Ala.	43,433	119
Monmouth	N. J.	62,129	87
Monroe	N. Y.	111,683	44
Monterey	Cal.	35,592	146
Montgomery	Ohio	92,593	58
Montgomery	Pa.	93,164	57
Morris	N. J.	34,396	151
Multnomah	Ore.	141,742	35
Muskegon	Mich.	34,143	154
Nassau	N. Y.	149,765	29
New Castle	Del.	53,076	99
New Haven	Conn.	144,983	30
New London	Conn.	36,970	145
New York (Manhattan)	N. Y.	540,401	5
Niagara	N. Y.	40,937	131
Norfolk	Mass.	100,668	72
Norfolk	Va.	76,078	52
Northampton	Pa.	47,383	111
Oakland	Mich.	93,324	56
Oklahoma	Okla.	57,504	97
Oneida	N. Y.	45,402	115
Onondaga	N. Y.	73,276	75
Orange	Cal.	58,721	95
Orange	N. Y.	35,323	147
Orleans	La.	114,529	41
Palm Beach	Fla.	32,247	166
Passaic	N. J.	102,314	50
Peoria	Ill.	45,617	114
Philadelphia	Pa.	522,299	6
Pierce	Wash.	60,264	92
Pima	Ariz.	31,313	169
Pinellas	Fla.	32,914	163
Plymouth	Mass.	50,051	103
Polk	Iowa	58,476	96
Providence	R. I.	154,851	27
Pulaski	Ark.	38,188	138
Queens	N. Y.	434,454	7
Racine	Wis.	33,143	160
Ramsey	Minn.	113,263	42
Rensselaer	N. Y.	27,004	190
Richmond	N. Y.	50,255	101
Riverside	Cal.	47,615	110
Roanoke	Va.	27,474	188
Rock	Wis.	28,632	183
Rock Island	Ill.	30,089	172
Sacramento	Cal.	79,616	69
Saginaw	Mich.	34,077	156
St. Clair	Ill.	39,106	135
St. Joseph	Ind.	50,249	102
St. Louis	Minn.	60,473	91
St. Louis	Mo.	299,577	12
Salt Lake	Utah	63,207	85
San Bernardino	Cal.	78,196	71
San Diego	Cal.	150,239	28
San Francisco	Cal.	270,446	16
San Joaquin	Cal.	60,497	90
San Mateo	Cal.	65,406	81
Sangamon	Ill.	29,576	177
Santa Barbara	Cal.	30,860	171
Santa Clara	Cal.	80,940	68
Schenectady	N. Y.	34,180	152
Schuylkill	Pa.	40,016	133
Scott	Iowa	25,524	199
Sedgwick	Kans.	53,738	98
Shawnee	Kans.	33,921	157
Shelby	Tenn.	86,155	63
Solano	Cal.	37,266	142
Sonoma	Cal.	29,201	180
Spokane	Wash.	51,640	100
Stanislaus	Cal.	37,849	141
Stark	Ohio	69,995	76
Suffolk	Mass.	240,190	18
Suffolk	N. Y.	48,270	108
Summit	Ohio	110,963	45
Tarrant	Texas	73,975	74
Travis	Texas	31,890	167
Trumbull	Ohio	34,683	150
Tulare	Cal.	46,818	112
Tulsa	Okla.	47,836	109
Union	N. J.	108,816	47
Vanderburgh	Ind.	37,894	140
Ventura	Cal.	29,825	173
Vigo	Ind.	27,882	186
Washington	Pa.	44,742	117
Wayne	Mich.	597,566	4
Westchester	N. Y.	212,835	20
Westmoreland	Pa.	63,044	86
Will	Ill.	28,845	182
Winnebago	Ill.	37,958	139
Winnebago	Wis.	25,408	200
Woodbury	Iowa	27,762	187
Worcester	Mass.	144,617	31
Wyandotte	Kans.	42,768	122
Yakima	Wash.	30,868	170
York	Maine	26,118	196
York	Pa.	37,066	144
Total Above Counties		20,354,157	
% of U. S. A.		64.9691	

JESSIE'S *Notebook*

by JESSIE DE BOTH

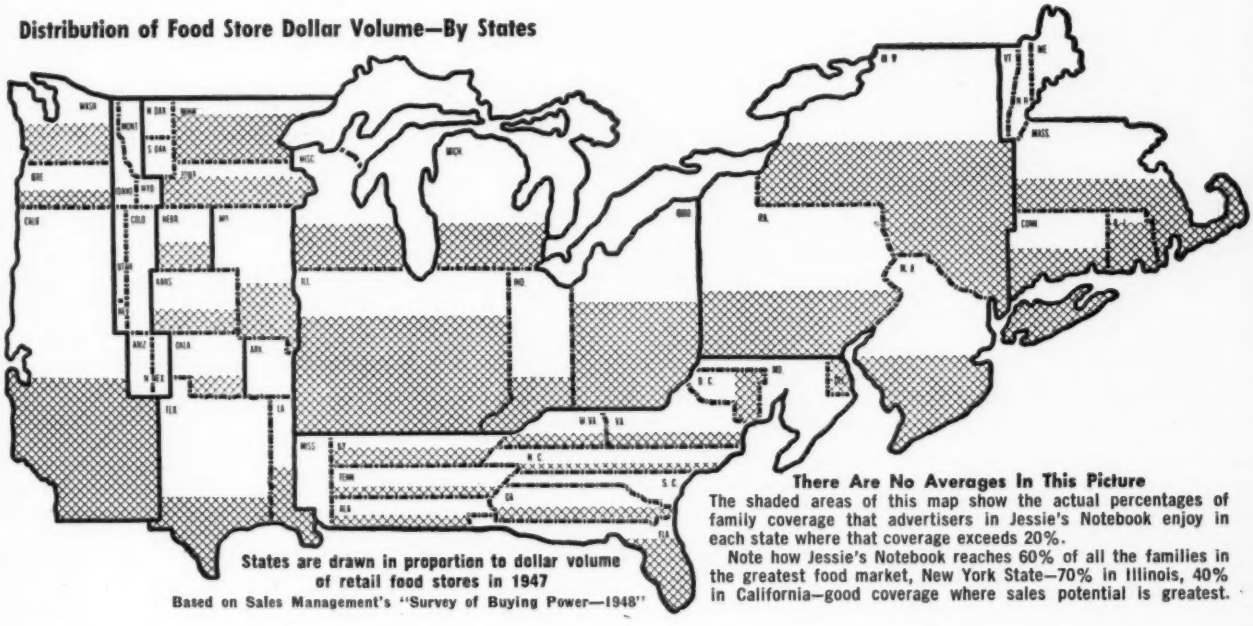
(The only Specialized Food and Household Product Column written by a Specialist)



Furnishes

SELECTIVE WIDE MARKET COVERAGE *at* FREQUENT INTERVALS *at* MODEST COST

Distribution of Food Store Dollar Volume—By States



States are drawn in proportion to dollar volume of retail food stores in 1947

Based on Sales Management's "Survey of Buying Power—1948"

There Are No Averages In This Picture

The shaded areas of this map show the actual percentages of family coverage that advertisers in Jessie's Notebook enjoy in each state where that coverage exceeds 20%.

Note how Jessie's Notebook reaches 60% of all the families in the greatest food market, New York State—70% in Illinois, 40% in California—good coverage where sales potential is greatest.

17,000,000 circulation every Wednesday night or Thursday morning through 115 top-ranking newspapers in 77 markets needs no subterfuge—it's the largest circulation available as a unit.

We can ring those 17,000,000 door bells for you every week at $.00015 (15 ten thousandths of a cent) per door bell. *The number of completed interviews for each advertiser is amazingly high.

*Starch, Grant and Publication Research all indicate an exceedingly high median "Read Most" readership for each advertiser.

Let us tell you what Jessie's Notebook can do to gain and maintain sales for you in this buyer's market.

DE BOTH FEATURES

420 Lexington Avenue, New York 17, N. Y. — LExington 2-1434

5 No. Wabash Avenue, Chicago 2, Illinois — Financial 6-1051

General Merchandise Store Sales, 200 Leading Counties

SM Estimates, 1948, for the 200 counties leading in this category

COUNTY	STATE	GEN'L MDSE. STORE SALES SM Estimates (In thousands)	Rank in Group
Ada	Idaho	15,031	167
Alameda	Cal.	131,541	28
Albany	N. Y.	81,782	32
Allegheny	Pa.	309,673	6
Allen	Ind.	36,788	72
Allen	Ohio	15,041	166
Atlantic	N. J.	13,879	188
Baltimore	Md.	248,349	9
Beaver	Pa.	15,947	159
Bergen	N. J.	16,302	155
Berks	Pa.	23,412	109
Bernalillo	N. M.	14,982	171
Bexar	Texas	55,824	49
Bibb	Ga.	14,776	175
Black Hawk	Iowa	19,083	134
Blair	Pa.	19,323	132
Bristol	Mass.	25,022	104
Bronx	N. Y.	54,503	51
Broome	N. Y.	24,729	106
Brown	Wis.	14,975	172
Buchanan	Mo.	14,312	183
Buncombe	N. C.	17,769	142
Butler	Ohio	14,011	186
Cabell	W. Va.	16,651	152
Caddo	La.	21,729	116
Calhoun	Mich.	12,764	200
Cambria	Pa.	35,665	75
Camden	N. J.	19,368	130
Cass	N. D.	14,518	177
Charleston	S. C.	15,056	165
Chatham	Ga.	18,392	139
Clark	Ohio	14,434	178
Cook	Ill.	991,643	1
Cumberland	Maine	21,367	121
Cuyahoga	Ohio	292,468	7
Dade	Fla.	62,200	46
Dallas	Texas	160,935	13
Dane	Wis.	25,678	102
Dauphin	Pa.	29,039	88
Davidson	Tenn.	44,139	61
Delaware	Pa.	22,733	112
Denver	Colo.	132,754	25
District of Columbia		166,526	18
Douglas	Neb.	50,733	53
Dubuque	Iowa	15,927	160
Durham	N. C.	15,022	169
Dutchess	N. Y.	13,510	194
Duval	Fla.	36,836	71
East Baton Rouge	La.	19,334	131
El Paso	Texas	29,420	87
Erie	N. Y.	148,190	22
Erie	Pa.	24,364	108
Essex	Mass.	36,717	73
Essex	N. J.	176,219	15
Fairfield	Conn.	45,288	59
Fayette	Ky.	17,901	141
Fayette	Pa.	17,378	145
Forsyth	N. C.	18,579	137
Franklin	Ohio	81,585	33
Fresno	Cal.	32,504	81
Fulton	Ga.	190,431	12
Genesee	Mich.	28,329	92
Greene	Mo.	13,428	196
Greenville	S. C.	18,461	138
Guilford	N. C.	25,162	103
Hamilton	Ohio	117,328	29
Hamilton	Tenn.	26,063	100
Hampden	Mass.	40,495	84
Harris	Texas	92,966	31
Hartford	Conn.	73,244	38
Hennepin	Minn.	172,793	17
Henrico	Va.	73,994	37
Hillsborough	Fla.	33,258	79
Hinds	Miss.	21,472	120
Hudson	N. J.	36,930	70
Ingham	Mich.	27,331	95
Jackson	Mich.	14,224	184
Jackson	Mo.	176,213	16
Jefferson	Ala.	72,308	39
Jefferson	Ky.	66,311	42
Jefferson	Ohio	13,158	198
Jefferson	Texas	28,428	91
Kalamazoo	Mich.	16,785	150
Kanawha	W. Va.	27,425	94
Kane	Ill.	20,665	124
Kent	Mich.	45,747	57
Kern	Cal.	23,313	111
King	Wash.	160,524	19
Kings	N. Y.	230,712	10
Knox	Tenn.	34,271	78
Lackawanna	Pa.	24,650	107
Lake	Ind.	62,835	45
Lancaster	Neb.	28,037	93
Lancaster	Pa.	21,601	118
Lehigh	Pa.	27,033	96
Linn	Iowa	21,606	117
Los Angeles	Cal.	521,257	4
Lubbock	Texas	16,932	148
Lucas	Ohio	76,652	36
Luzerne	Pa.	45,438	58
Macon	Ill.	17,156	146
Madison	Ind.	14,914	173
Mahoning	Ohio	41,842	63
Maricopa	Ariz.	40,411	65
Marion	Ind.	129,688	27
McLennan	Texas	16,169	157
Mecklenberg	N. C.	34,989	76
Mercer	N. J.	28,622	89
Middlesex	Mass.	59,993	48
Milwaukee	Wis.	179,437	14
Minnehaha	S. D.	16,629	153
Mobile	Ala.	23,374	110
Monmouth	N. J.	14,154	185
Monroe	N. Y.	79,882	34
Montgomery	Ala.	18,034	140
Montgomery	Ohio	63,540	34
Montgomery	Pa.	26,077	99
Multnomah	Ore.	155,928	20
Muscogee	Ga.	14,316	182
Muskegon	Mich.	15,022	169
Nassau	N. Y.	28,439	90
New Castle	Del.	16,888	149
New Haven	Conn.	45,179	60
New York (Manhattan)	N. Y.	788,928	2
Niagara	N. Y.	22,605	114
Norfolk	Mass.	13,678	190
Norfolk	Va.	39,976	66
Northampton	Pa.	19,530	129
Oakland	Mich.	34,882	77
Ohio	W. Va.	20,476	125
Oklahoma	Okla.	51,837	52
Oneida	N. Y.	20,870	123
Onondaga	N. Y.	47,677	56
Orange	Cal.	15,031	167
Orange	Fla.	16,658	151
Orleans	La.	98,489	30
Passaic	N. J.	33,110	80
Peoria	Ill.	29,766	86
Philadelphia	Pa.	554,260	3
Pierce	Wash.	32,108	83
Pima	Ariz.	14,696	176
Pinellas	Fla.	17,092	147
Polk	Iowa	54,783	50
Providence	R. I.	70,454	41
Pueblo	Colo.	13,278	197
Pulaski	Ark.	37,186	68
Queens	N. Y.	71,718	40
Ramsey	Minn.	142,549	23
Richland	S. C.	16,067	158
Richmond	Ga.	15,329	162
Riverside	Cal.	15,218	164
Roanoke	Va.	17,536	144
Rock Island	Ill.	19,109	133
Sacramento	Cal.	36,604	74
Saginaw	Mich.	16,229	156
St. Joseph	Ind.	29,870	85
St. Louis	Minn.	26,456	98
St. Louis	Mo.	213,871	11
Salt Lake	Utah	63,118	44
San Bernardino	Cal.	26,521	97
San Diego	Cal.	62,081	47
San Francisco	Cal.	154,969	21
San Joaquin	Cal.	22,157	115
Sangamon	Ill.	13,575	192
Santa Clara	Cal.	32,278	82
Schenectady	N. Y.	20,139	127
Schuylkill	Pa.	13,690	189
Scott	Iowa	20,468	126
Sedgwick	Kans.	30,033	84
Shawnee	Kans.	17,641	143
Sheboygan	Wis.	14,815	174
Shelby	Tenn.	138,835	24
Spartanburg	S. C.	14,344	180
Spokane	Wash.	41,908	62
Stanislaus	Cal.	15,463	161
Stark	Ohio	37,961	67
Suffolk	Mass.	289,530	8
Sullivan	Tenn.	13,920	187
Summit	Ohio	77,847	35
Tarrant	Texas	127,208	26
Travis	Texas	18,603	136
Tulare	Cal.	14,404	179
Tulsa	Okla.	36,966	69
Union	N. J.	24,985	105
Vanderburgh	Ind.	21,494	119
Vigo	Ind.	21,364	122
Wake	N. C.	13,534	193
Warwick	Va.	14,326	181
Washington	Pa.	15,328	163
Wayne	Mich.	450,261	5
Westchester	N. Y.	48,510	54
Westmoreland	Pa.	22,810	113
Wichita	Texas	13,086	199
Will	Ill.	16,605	154
Winnebago	Ill.	19,576	128
Woodbury	Iowa	26,045	101
Worcester	Mass.	47,878	55
Wyandotte	Kans.	13,462	195
Yakima	Wash.	13,646	191
York	Pa.	19,072	135
Total Above Counties		12,751,285	
% of U. S. A.		74.8086	

Editors Note: About one-quarter of the syndicate mail order sales are credited to Cook County.

What

DO TIRE DEALERS SELL?

The modern "tire dealer" is an automotive merchant and servicer who sells:

Tires, Tubes, Recapping
Radios for Home and Car
Heaters and Defrosting Fans
Batteries and Spark Plugs
Fog Lamps and Back-up Lights
Anti-Glare Visors and Shields
Chemical Defrosters and Wipers
Chains and Pocket Tire Gauges
Seat Covers and Car Paints
Wax, Cleaners and Polish
Car Robes and Driving Gloves
Exhaust Deflectors and Mirrors
Air and Musical Horns



Grille and Trunk Guards
Map Holders and Flashlights
White Sidewall Trim and Rings
Chrome Flicker Hub Caps
Steering Wheel Covers and Knobs
Sporting Goods
Toys, Games and Home Items
Sealed Beam Conversions
Floor Mats and Pedal Pads
Alcohol-Water Injection Units
Case-Sealed Motor Oils
Cigarette Lighters and Ash Trays
Automotive Fire Extinguishers

That's how tire dealers have diversified their sales activities in recent years. That's the kind of a "tire dealer" who monthly reads TIRES SS for news about his industry and for leads to new items he should sell.

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A BILL BROTHERS PUBLICATION

Drug Store Sales, 200 Leading Counties

SM Estimates, 1948, for the 200 counties leading in this category

COUNTY	STATE	DRUG STORE SALES SM Estimates (in thousands)	Rank in Group
Alameda	Cal.	23,955	25
Albany	N. Y.	5,291	110
Allegheny	Pa.	42,175	10
Allen	Ind.	6,050	99
Arlington	Va.	4,694	131
Atlantic	N. J.	5,042	122
Baltimore	Md.	36,310	12
Bergen	N. J.	8,058	76
Berks	Pa.	4,558	136
Bernalillo	N. M.	4,089	154
Berrien	Mich.	4,177	148
Bexar	Texas	11,929	56
Black Hawk	Iowa	3,628	167
Bristol	Mass.	7,639	79
Bronx	N. Y.	21,582	28
Broome	N. Y.	4,019	156
Brown	Wis.	3,165	191
Buchanan	Mo.	5,852	100
Buncombe	N. C.	3,816	163
Butler	Ohio	3,164	192
Cabell	W. Va.	3,118	199
Caddo	La.	8,199	75
Calhoun	Mich.	4,311	143
Cambria	Pa.	3,086	200
Camden	N. J.	4,889	125
Charleston	S. C.	3,985	157
Chatham	Ga.	3,213	184
Chester	Pa.	3,166	190
Contra Costa	Cal.	4,985	123
Cook	Ill.	157,160	1
Cumberland	Maine	4,603	134
Cuyahoga	Ohio	44,760	6
Dade	Fla.	23,570	26
Dallas	Texas	27,490	18
Dane	Wis.	7,269	82
Dauphin	Pa.	6,215	95
Davidson	Tenn.	10,688	63
Delaware	Pa.	12,265	52
Denver	Colo.	19,270	31
District of Columbia		44,160	7
Douglas	Neb.	11,746	57
Du Page	Ill.	3,459	175
Duval	Fla.	11,320	58
East Baton Rouge	La.	5,257	115
El Paso	Colo.	3,181	188
El Paso	Texas	5,129	118
Erie	N. Y.	19,315	30
Erie	Pa.	3,325	180
Essex	Mass.	12,071	54
Essex	N. J.	24,472	23
Fairfield	Conn.	13,558	44
Fayette	Ky.	5,285	113
Forsyth	N. C.	3,461	174
Franklin	Ohio	15,516	38
Fresno	Cal.	6,716	87
Fulton	Ga.	19,888	29
Galveston	Texas	3,185	187
Genessee	Mich.	9,820	68
Greene	Mo.	4,858	126
Greenville	S. C.	3,832	162
Guilford	N. C.	5,470	107
Hamilton	Ohio	21,631	27
Hamilton	Tenn.	5,527	106
Hampden	Mass.	9,118	71
Harris	Texas	26,438	20
Hartford	Conn.	15,298	40
Hennepin	Minn.	26,556	19
Henrico	Va.	13,445	45
Hillsborough	Fla.	6,302	94
Hinds	Miss.	4,334	142
Hudson	N. J.	14,341	43
Ingham	Mich.	6,622	88
Jackson	Mich.	3,439	177
Jackson	Mo.	38,935	11
Jasper	Mo.	3,200	185
Jefferson	Ala.	13,243	46
Jefferson	Ky.	19,056	32
Jefferson	Texas	6,352	93
Kalamazoo	Mich.	5,270	114
Kanawha	W. Va.	4,744	129
Kane	Ill.	4,170	149
Kent	Mich.	12,595	50
Kern	Cal.	4,787	128
King	Wash.	24,792	22
Kings	N. Y.	44,156	8
Knox	Tenn.	6,417	92
Lackawanna	Pa.	4,371	141
Lake	Ill.	4,537	137
Lake	Ind.	8,703	72
Lancaster	Neb.	4,383	139
Lancaster	Pa.	3,927	161
Lehigh	Pa.	3,967	158
Linn	Iowa	5,387	108
Los Angeles	Cal.	153,046	2
Lubbock	Texas	4,618	133
Lucas	Ohio	12,897	47
Luzerne	Pa.	6,788	86
Madison	Ill.	3,520	171
Madison	Ind.	3,143	196
Mahoning	Ohio	5,100	119
Maricopa	Ariz.	11,270	59
Marion	Ind.	32,160	14
McLennan	Texas	3,494	173
Mecklenburg	N. C.	6,186	96
Mercer	N. J.	5,051	120
Middlesex	Mass.	24,093	24
Middlesex	N. J.	5,051	120
Milwaukee	Wis.	34,223	13
Mobile	Ala.	7,530	81
Monmouth	N. J.	5,619	103
Monroe	N. Y.	12,136	53
Monterey	Cal.	3,313	181
Montgomery	Ala.	3,135	197
Montgomery	Ohio	10,753	62
Montgomery	Pa.	8,368	74
Multnomah	Ore.	17,891	34
Muskegon	Mich.	3,935	159
Nassau	N. Y.	12,639	49
New Castle	Del.	4,560	135
New Haven	Conn.	15,830	37
New York (Manhattan)	N. Y.	79,947	4
Niagara	N. Y.	4,060	155
Norfolk	Mass.	10,295	65
Norfolk	Va.	12,439	51
Northampton	Pa.	4,170	149
Oakland	Mich.	10,275	66
Oklahoma	Okla.	15,304	39
Oneida	N. Y.	3,353	178
Onondaga	N. Y.	7,841	77
Orange	Cal.	5,846	101
Orange	Fla.	3,930	160
Orange	N. Y.	3,178	189
Orleans	La.	24,994	21
Palm Beach	Fla.	4,817	127
Passaic	N. J.	6,883	84
Peoria	Ill.	5,304	109
Philadelphia	Pa.	57,232	5
Pierce	Wash.	5,678	102
Pima	Ariz.	5,217	116
Pinellas	Fla.	11,989	55
Plymouth	Mass.	3,650	166
Polk	Fla.	3,282	182
Polk	Iowa	10,327	64
Potter	Texas	5,188	117
Providence	R. I.	16,776	35
Pulaski	Ark.	7,533	80
Queens	N. Y.	29,688	17
Racine	Wis.	3,786	164
Ramsey	Minn.	12,746	48
Richland	S. C.	3,730	165
Richmond	N. Y.	3,574	169
Riverside	Cal.	4,640	132
Roanoke	Va.	4,279	144
Rock	Wis.	3,187	186
Rock Island	Ill.	3,154	195
Sacramento	Cal.	8,691	73
Saginaw	Mich.	5,287	112
St. Clair	Ill.	4,111	153
St. Joseph	Ind.	6,120	98
St. Louis	Minn.	5,544	105
St. Louis	Mo.	42,816	9
Salt Lake	Utah	9,614	69
San Bernardino	Cal.	6,550	90
San Diego	Cal.	14,880	41
San Francisco	Cal.	31,301	15
San Joaquin	Cal.	4,121	152
San Mateo	Cal.	4,228	146
Sangamon	Ill.	4,453	138
Santa Barbara	Cal.	3,341	179
Santa Clara	Cal.	7,645	78
Schenectady	N. Y.	3,512	172
Sedgwick	Kans.	9,512	70
Shawnee	Kans.	5,555	104
Shelby	Tenn.	16,418	36
Smith	Texas	3,155	194
Spokane	Wash.	6,848	85
Stark	Ohio	6,162	97
Suffolk	Mass.	30,286	16
Suffolk	N. Y.	4,269	145
Summit	Ohio	10,863	60
Tarrant	Texas	14,704	42
Tippecanoe	Ind.	3,263	183
Travis	Texas	4,939	124
Tulsa	Okla.	10,197	67
Union	N. J.	6,572	89
Vanderburgh	Ind.	7,022	83
Vigo	Ind.	3,599	168
Wake	N. C.	4,134	151
Washington	Pa.	3,444	176
Washtenaw	Mich.	5,291	110
Wayne	Mich.	102,207	3
Westchester	N. Y.	18,165	33
Westmoreland	Pa.	4,733	130
Wichita	Texas	3,559	170
Will	Ill.	3,124	198
Winnebago	Ill.	4,212	147
Woodbury	Iowa	4,382	140
Worcester	Mass.	10,814	61
Wyandotte	Kans.	6,497	91
Yakima	Wash.	3,157	193
Total Above Counties		2,468,434	
% U. S. A.		66.6295	

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Ladies' Home **JOURNAL**

Furn. — Household — Radio Sales, 200 Leading Counties

SM Estimates, 1948, for the 200 counties leading in this category

COUNTY	STATE	FURN.-HOUSE-RADIO STORE SALES SM Estimates (in thousands)	Rank in Group
Alameda	Cal.	60,687	16
Albany	N. Y.	15,762	85
Allegany	Md.	6,418	187
Allegheny	Pa.	84,374	9
Allen	Ind.	9,049	148
Baltimore	Md.	68,274	12
Beaver	Pa.	6,189	194
Bergen	N. J.	13,019	102
Berks	Pa.	16,822	78
Bernalillo	N. M.	8,536	156
Bexar	Texas	12,240	112
Bibb	Ga.	8,963	151
Black Hawk	Iowa	7,736	164
Blair	Pa.	9,832	137
Bristol	Mass.	18,818	69
Bronx	N. Y.	52,668	18
Broome	N. Y.	9,608	139
Buchanan	Mo.	9,373	142
Buncombe	N. C.	7,348	170
Butler	Ohio	7,092	174
Cabell	W. Va.	6,826	177
Caddo	La.	13,961	96
Calhoun	Mich.	7,059	175
Cambria	Pa.	10,072	133
Camden	N. J.	17,490	71
Charleston	S. C.	11,032	125
Chatham	Ga.	11,183	123
Contra Costa	Cal.	8,221	160
Cook	Ill.	251,651	2
Cumberland	Maine	11,395	121
Cuyahoga	Ohio	82,885	10
Dade	Fla.	32,244	36
Dallas	Texas	39,164	28
Dane	Wis.	10,934	127
Dauphin	Pa.	16,731	79
Davidson	Tenn.	22,210	57
Delaware	Ind.	5,986	200
Delaware	Pa.	13,666	98
Denver	Colo.	32,986	35
District of Columbia		49,743	20
Douglas	Neb.	24,612	47
Durham	N. C.	11,144	124
Duval	Fla.	24,322	49
East Baton Rouge	La.	10,526	130
El Paso	Texas	11,878	117
Erie	N. Y.	38,274	30
Erie	Pa.	12,259	111
Escambia	Fla.	6,019	199
Essex	Mass.	21,069	60
Essex	N. J.	57,504	17
Etowah	Ala.	6,582	182
Fairfield	Conn.	25,904	44
Fayette	Ky.	8,600	155
Fayette	Pa.	8,645	154
Forsyth	N. C.	10,558	129
Franklin	Ohio	33,716	34
Fresno	Cal.	17,227	73
Fulton	Ga.	41,602	26
Galveston	Texas	7,226	172
Genessee	Mich.	19,558	66
Greenville	S. C.	13,129	101
Guilford	N. C.	14,488	90
Hamilton	Ohio	42,362	25
Hamilton	Tenn.	24,857	46
Hampden	Mass.	20,908	63
Harris	Texas	63,486	13
Hartford	Conn.	34,173	33
Hennepin	Minn.	49,928	19
Henrico	Va.	25,928	43
Hillsborough	Fla.	14,200	94
Hillsborough	N. H.	8,967	150
Hinds	Miss.	9,352	144
Hudson	N. J.	40,764	27
Ingham	Mich.	12,261	110
Jackson	Mich.	7,225	173
Jackson	Mo.	45,209	23
Jefferson	Ala.	43,780	24
Jefferson	Ky.	29,157	39
Jefferson	Texas	16,824	77
Kalamazoo	Mich.	10,342	131
Kanawha	W. Va.	14,360	92
Kane	Ill.	8,136	163
Kent	Mich.	22,550	55
Kern	Cal.	9,790	138
King	Wash.	47,987	21
Kings	N. Y.	121,318	5
Knox	Tenn.	17,737	70
La Salle	Ill.	6,779	179
Lackawanna	Pa.	12,131	114
Lake	Ill.	8,331	189
Lake	Ind.	17,011	75
Lancaster	Pa.	10,991	126
Lane	Ore.	8,093	197
Lawrence	Pa.	6,254	191
Lehigh	Pa.	14,400	91
Linn	Iowa	9,047	149
Lorain	Ohio	6,101	196
Los Angeles	Cal.	335,001	1
Lucas	Ohio	21,118	59
Luzerne	Pa.	21,788	58
Madison	Ill.	9,426	141
Madison	Ind.	6,639	181
Mahoning	Ohio	12,499	108
Maricopa	Ariz.	17,060	74
Marion	Ind.	38,504	29
Mecklenberg	N. C.	17,297	72
Mercer	N. J.	12,670	105
Middlesex	Mass.	26,880	40
Middlesex	N. J.	11,367	122
Milwaukee	Wis.	61,119	15
Mobile	Ala.	15,614	86
Monmouth	N. J.	8,166	161
Monroe	N. Y.	24,250	50
Montgomery	Ala.	9,954	134
Montgomery	Ohio	23,493	54
Montgomery	Pa.	15,772	84
Multnomah	Ore.	30,844	37
Muscogee	Ga.	7,478	168
Muskegon	Mich.	6,942	176
Nassau	N. Y.	15,426	87
New Castle	Del.	12,335	109
New Haven	Conn.	35,490	32
New London	Conn.	7,618	166
New York (Manhattan)	N. Y.	236,408	3
Norfolk	Mass.	8,354	159
Norfolk	Va.	20,986	61
Northampton	Pa.	12,871	104
Oakland	Mich.	15,243	88
Ohio	W. Va.	9,073	146
Oklahoma	Okla.	23,615	52
Oneida	N. Y.	9,507	140
Onondaga	N. Y.	13,828	97
Orange	Cal.	11,857	118
Orange	Fla.	7,645	165
Orleans	La.	47,355	22
Palm Beach	Fla.	15,223	89
Passaic	N. J.	28,547	41
Peoria	Ill.	15,888	82
Philadelphia	Pa.	115,384	6
Pierce	Wash.	10,738	128
Pima	Ariz.	6,661	180
Pinellas	Fla.	9,354	143
Plymouth	Mass.	8,788	152
Polk	Fla.	6,454	185
Polk	Iowa	23,689	51
Potter	Texas	6,439	186
Providence	R. I.	37,075	31
Pulaski	Ark.	16,812	83
Queens	N. Y.	70,239	11
Racine	Wis.	8,139	195
Ramsey	Minn.	22,397	56
Rensselaer	N. Y.	6,530	183
Richland	S. C.	9,278	145
Richmond	Ga.	6,239	192
Riverside	Cal.	7,472	169
Roanoke	Va.	11,623	119
Rock Island	Ill.	6,518	184
Sacramento	Cal.	18,954	68
Saginaw	Mich.	7,264	171
St. Clair	Ill.	14,246	93
St. Joseph	Ind.	13,573	99
St. Louis	Minn.	11,467	120
St. Louis	Mo.	88,239	8
Salt Lake	Utah	25,258	45
San Bernardino	Cal.	12,627	107
San Diego	Cal.	30,257	38
San Francisco	Cal.	95,932	7
San Joaquin	Cal.	11,979	116
San Mateo	Cal.	8,401	158
Sangamon	Ill.	13,361	100
Santa Barbara	Cal.	6,271	190
Santa Clara	Cal.	16,853	76
Schuylkill	Pa.	8,455	157
Scott	Iowa	9,057	147
Sedgwick	Kans.	16,494	80
Shawnee	Kans.	9,845	136
Shelby	Tenn.	24,512	48
Spartanburg	S. C.	7,501	167
Spokane	Wash.	13,012	103
Stark	Ohio	19,553	67
Suffolk	Mass.	61,695	14
Summit	Ohio	20,961	62
Tarrant	Texas	20,574	64
Travis	Texas	9,873	135
Tulsa	Okla.	16,342	81
Union	N. J.	20,301	65
Vanderburgh	Ind.	12,630	106
Vigo	Ind.	6,354	188
Wake	N. C.	8,159	162
Washington	Pa.	8,711	153
Wayne	Mich.	163,185	4
Wayne	N. Y.	6,208	193
Weber	Utah	8,782	178
Westchester	N. Y.	26,880	42
Westmoreland	Pa.	14,172	95
Winnebago	Ill.	10,109	132
Winnebago	Wis.	6,021	198
Worcester	Mass.	23,509	53
Wyandotte	Kans.	12,043	115
York	Pa.	12,140	113
Total Above Counties		4,969,757	
% of U. S. A.		72.1005	

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Population and Rank, 200 Largest Cities

SM Estimates, January 1, 1949, for the 200 cities leading in population

CITY	STATE	POPULATION (CIVILIAN) 1/1/49 SM Estimates (in thousands)	Rank in Group
Akron	Ohio	310.0	39
Alameda	Cal.	90.1	130
Albany	N. Y.	143.6	70
Albuquerque	N. M.	69.8	190
Alexandria	Va.	72.0	182
Allentown	Pa.	104.3	108
Altoona	Pa.	84.5	145
Amarillo	Texas	75.0	166
Atlantic City	N. J.	69.0	192
Atlanta	Ga.	354.4	30
Augusta	Ga.	81.0	150
Austin	Texas	139.3	76
Baltimore	Md.	975.0	6
Baton Rouge	La.	118.5	93
Bayonne	N. J.	89.6	132
Beaumont	Texas	108.7	104
Berkeley	Cal.	110.1	102
Bethlehem	Pa.	72.4	180
Binghamton	N. Y.	88.9	134
Birmingham	Ala.	315.0	38
Boston	Mass.	815.0	10
Bridgeport	Conn.	176.5	59
Brockton	Mass.	68.7	194
Buffalo	N. Y.	613.5	15
Burbank	Cal.	75.5	163
Cambridge	Mass.	117.2	94
Camden	N. J.	135.8	78
Canton	Ohio	131.3	82
Cedar Rapids	Iowa	73.7	171
Charleston	S. C.	82.9	148
Charleston	W. Va.	78.5	159
Charlotte	N. C.	140.0	74
Chattanooga	Tenn.	143.4	71
Chester	Pa.	75.4	164
Chicago	Ill.	3,715.0	2
Cicero	Ill.	70.2	186
Cincinnati	Ohio	509.0	18
Cleveland	Ohio	924.0	7
Cleveland Heights	Ohio	69.0	192
Columbia	S. C.	72.5	177
Columbus	Ga.	77.7	160
Columbus	Ohio	360.0	29
Corpus Christi	Texas	124.0	89
Covington	Ky.	66.5	197
Dallas	Texas	471.6	20
Davenport	Iowa	80.6	151
Dayton	Ohio	257.4	44
Dearborn	Mich.	85.6	140
Decatur	Ill.	66.1	199
Denver	Colo.	405.0	26
Des Moines	Iowa	185.4	54
Detroit	Mich.	1,921.0	5
Duluth	Minn.	110.5	99
Durham	N. C.	73.5	173
East Chicago	Ind.	68.7	194
East Orange	N. J.	77.5	161
East St. Louis	Ill.	85.2	141
El Paso	Texas	134.5	79
Elizabeth	N. J.	122.6	91
Erie	Pa.	140.0	74
Evanston	Ill.	72.6	176
Evansville	Ind.	129.4	85
Fall River	Mass.	115.6	96
Flint	Mich.	167.8	64
Fort Worth	Texas	270.0	40
Fort Wayne	Ind.	132.9	80
Fresno	Cal.	90.9	126
Galveston	Texas	80.0	153
Gary	Ind.	138.2	77
Glendale	Cal.	103.7	109
Grand Rapids	Mich.	180.3	55
Greensboro	N. C.	79.0	157
Greenville	S. C.	70.0	189
Hammond	Ind.	84.8	143
Harrisburg	Pa.	92.6	121
Hartford	Conn.	185.5	53
Hempstead Township	N. Y.	322.2	35
Houston	Texas	624.0	14
Huntington	W. Va.	86.5	137
Indianapolis	Ind.	448.0	23
Jackson	Miss.	94.4	120
Jacksonville	Fla.	236.5	46
Jersey City	N. J.	320.0	36
Johnstown	Pa.	70.2	186
Kansas City	Kans.	148.2	67
Kansas City	Mo.	453.0	22
Knoxville	Tenn.	148.0	68
Lakewood	Ohio	74.6	168
Lancaster	Pa.	69.4	191
Lansing	Mich.	90.3	127
Lawrence	Mass.	90.2	128
Lincoln	Neb.	99.5	115
Little Rock	Ark.	101.5	112
Long Beach	Cal.	267.1	42
Los Angeles	Cal.	1,958.9	4
Louisville	Ky.	370.4	28
Lowell	Mass.	107.5	105
Lynn	Mass.	110.0	103
Macon	Ga.	87.0	138
Madison	Wis.	86.0	138
Manchester	N. H.	83.5	146
Medford	Mass.	70.6	185
Memphis	Tenn.	347.1	32
Miami	Fla.	225.0	48
Milwaukee	Wis.	650.4	13
Minneapolis	Minn.	550.4	17
Mobile	Ala.	168.3	63
Montgomery	Ala.	110.5	99
Mount Vernon	N. Y.	72.5	177
Muskegon	Mich.	78.8	158
Nashville	Tenn.	179.8	57
New Bedford	Mass.	114.0	97
New Britain	Conn.	79.5	156
New Haven	Conn.	174.0	60
New Orleans	La.	573.8	16
New York City	N. Y.	8,042.9	1
Newark	N. J.	454.0	21
Newton	Mass.	83.5	146
Niagara Falls	N. Y.	92.2	124
Norfolk	Va.	194.3	51
North Hempstead	N. Y.	91.1	125
Oakland	Cal.	421.6	24
Oak Park	Ill.	72.1	181
Oklahoma City	Okla.	236.5	46
Omaha	Neb.	268.8	41
Pasadena	Cal.	105.5	107
Paterson	N. J.	152.0	66
Pawtucket	R. I.	79.9	155
Peoria	Ill.	119.8	92
Philadelphia	Pa.	2,136.0	3
Phoenix	Ariz.	97.5	118
Pittsburgh	Pa.	725.4	12
Pontiac	Mich.	80.2	152
Port Arthur	Texas	74.1	170
Portland	Maine	66.0	138
Portland	Ore.	420.2	25
Portsmouth	Va.	82.5	149
Providence	R. I.	282.6	43
Pueblo	Colo.	75.0	166
Quincy	Mass.	85.0	142
Racine	Wis.	75.2	165
Raleigh	N. C.	66.3	198
Reading	Pa.	116.6	95
Richmond	Cal.	102.3	110
Richmond	Va.	238.4	45
Roanoke	Va.	92.5	122
Rochester	N. Y.	341.0	34
Rockford	Ill.	98.6†	116
Sacramento	Cal.	128.0	87
Saginaw	Mich.	99.6	114
St. Joseph	Mo.	84.6	144
St. Louis	Mo.	920.4	8
St. Paul	Minn.	347.0	33
St. Petersburg	Fla.	100.5	113
Salt Lake City	Utah	180.0	56
San Antonio	Texas	387.6	27
San Bernardino	Cal.	72.5	177
San Diego	Cal.	350.0	31
San Francisco	Cal.	794.0	11
San Jose	Cal.	90.0	131
Santa Monica	Cal.	73.1	175
Savannah	Ga.	131.3	82
Schenectady	N. Y.	98.4	117
Scranton	Pa.	142.3	72
Seattle	Wash.	477.5	19
Shreveport	La.	128.6	88
Sioux City	Iowa	92.4	123
Somerville	Mass.	112.0	98
South Bend	Ind.	123.5	90
Spokane	Wash.	157.9	65
Springfield	Ill.	89.5	133
Springfield	Mass.	168.5	62
Springfield	Mo.	70.8	184
Springfield	Ohio	96.6	119
Stamford	Conn.	70.0	189
Stockton	Cal.	73.5	173
Syracuse	N. Y.	225.0	48
Tacoma	Wash.	141.7	73
Tampa	Fla.	132.1	81
Terre Haute	Ind.	74.4	169
Toledo	Ohio	317.5	37
Topeka	Kans.	87.5	135
Trenton	N. J.	130.0	84
Troy	N. Y.	73.5	173
Tulsa	Okla.	194.3	51
Union City	N. J.	65.0	200
Upper Darby	Pa.	72.0	182
Utica	N. Y.	106.0	106
Waco	Texas	80.0	153
Washington	D. C.	873.9	9
Waterbury	Conn.	110.5	99
Waterloo	Iowa	76.7	162
Wichita	Kans.	171.2	61
Wichita Falls	Texas	68.4	196
Wilkes-Barre	Pa.	90.2	128
Wilmington	Del.	127.5	88
Winston-Salem	N. C.	102.0	111
Worcester	Mass.	209.4	50
Yonkers	N. Y.	147.0	69
Youngstown	Ohio	178.7	58

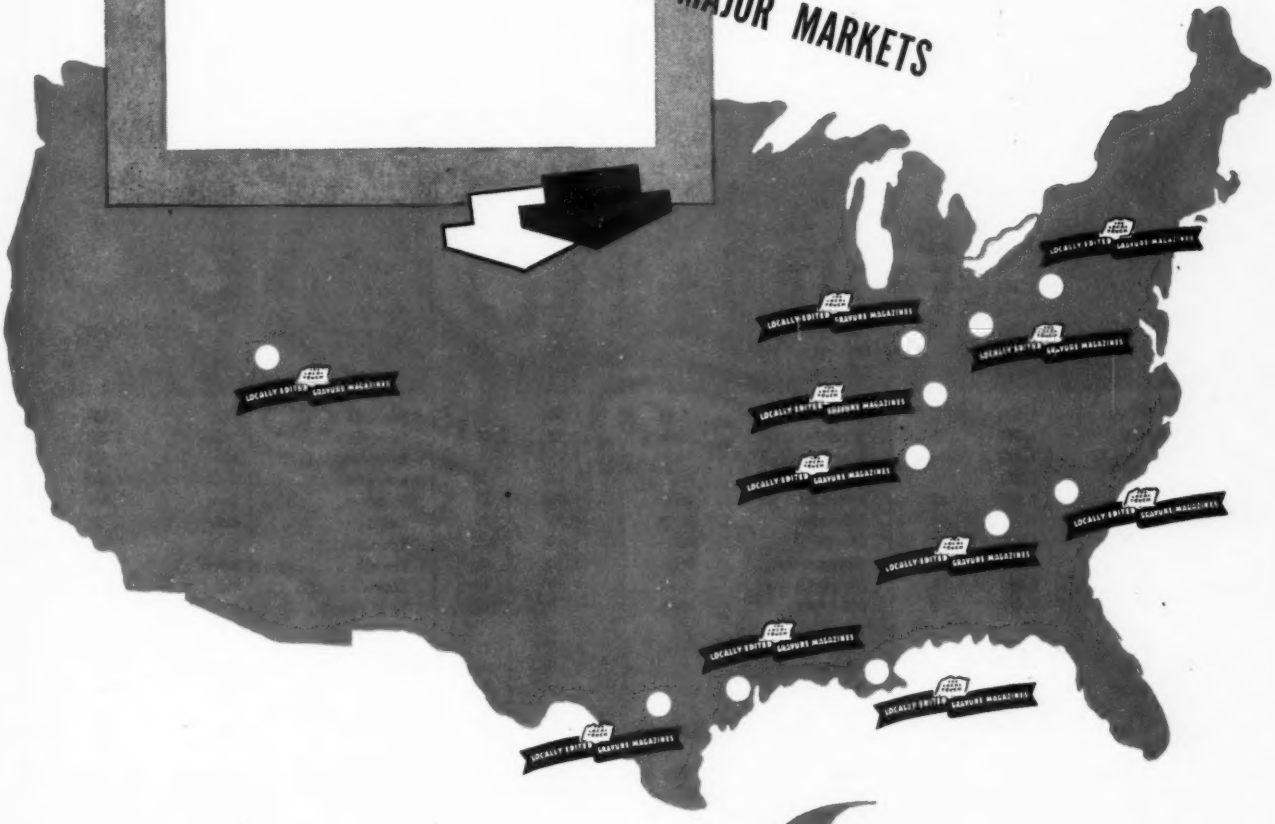
† Later reliable estimates place Rockford population at 105,000.

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Per Capita Effective Buying Income, 200 Cities

SM Estimates, 1948, for the 200 cities leading in population

CITY	STATE	NET E. B. I. PER CAPITA SM Estimates	Rank in Group
Akron	Ohio	1,687	69
Alameda	Cal.	1,506	130
Albany	N. Y.	1,848	32
Albuquerque	N. M.	2,069	5
Alexandria	Va.	1,481	138
Allentown	Pa.	1,543	120
Altoona	Pa.	1,263	188
Amarillo	Texas	1,465	145
Atlanta	Ga.	1,426	155
Atlantic City	N. J.	1,773	49
Augusta	Ga.	1,054	199
Austin	Texas	1,365	176
Baltimore	Md.	1,545	119
Baton Rouge	La.	1,406	162
Bayonne	N. J.	1,459	148
Beaumont	Texas	1,419	158
Berkeley	Cal.	1,868	30
Bethlehem	Pa.	1,643	80
Binghamton	N. Y.	1,538	123
Birmingham	Ala.	1,439	152
Boston	Mass.	1,620	85
Bridgeport	Conn.	1,614	87
Brockton	Mass.	1,152	194
Buffalo	N. Y.	1,451	150
Burbank	Cal.	1,142	195
Cambridge	Mass.	1,387	168
Camden	N. J.	1,245	190
Canton	Ohio	1,559	112
Cedar Rapids	Iowa	1,874	29
Charleston	S. C.	1,430	153
Charleston	W. Va.	1,594	100
Charlotte	N. C.	1,793	45
Chattanooga	Tenn.	1,373	174
Chester	Pa.	1,588	101
Chicago	Ill.	1,801	43
Cicero	Ill.	1,782	48
Cincinnati	Ohio	1,770	50
Cleveland	Ohio	1,768	53
Cleveland Heights	Ohio	2,444	1
Columbia	S. C.	1,412	160
Columbus	Ga.	1,264	187
Columbus	Ohio	1,566	107
Corpus Christi	Texas	1,233	192
Covington	Ky.	1,410	161
Dallas	Texas	1,745	57
Davenport	Iowa	1,984	13
Dayton	Ohio	1,595	99
Dearborn	Mich.	1,813	38
Decatur	Ill.	1,625	84
Denver	Colo.	1,769	52
Des Moines	Iowa	1,885	26
Detroit	Mich.	1,597	98
Duluth	Minn.	1,365	176
Durham	N. C.	1,638	82
East Chicago	Ind.	1,250	189
East Orange	N. J.	2,006	10
East St. Louis	Ill.	1,388	167
El Paso	Texas	1,370	175
Elizabeth	N. J.	1,528	126
Erie	Pa.	1,504	131
Evanston	Ill.	1,953	17
Evansville	Ind.	1,745	57
Fall River	Mass.	1,107	198
Flint	Mich.	1,601	95
Fort Worth	Texas	1,681	70
Fort Wayne	Ind.	2,039	7
Fresno	Cal.	1,668	77
Galveston	Texas	1,699	65
Gary	Ind.	1,619	86
Glendale	Cal.	1,942	18
Grand Rapids	Mich.	1,352	181
Greensboro	N. C.	1,646	79
Greenville	S. C.	1,417	159
Hammond	Ind.	1,533	124
Harrisburg	Pa.	1,885	26
Hartford	Conn.	2,015	9
Hempstead Township	N. Y.	1,715	62
Houston	Texas	1,765	54
Huntington	W. Va.	1,483	137
Indianapolis	Ind.	1,971	14
Jackson	Miss.	1,703	64
Jacksonville	Fla.	1,389	166
Jersey City	N. J.	1,468	143
Johnstown	Pa.	1,547	117
Kansas City	Kans.	1,599	97
Kansas City	Mo.	1,902	25
Knoxville	Tenn.	1,463	146
Lakewood	Ohio	1,955	16
Lancaster	Pa.	1,681	70
Lansing	Mich.	1,816	35
Lawrence	Mass.	1,125	197
Lincoln	Neb.	1,693	67
Little Rock	Ark.	1,612	88
Long Beach	Cal.	2,000	11
Los Angeles	Cal.	1,967	15
Louisville	Ky.	1,688	68
Lowell	Mass.	1,126	196
Lynn	Mass.	1,377	172
Macon	Ga.	1,265	186
Madison	Wis.	1,694	66
Manchester	N. H.	1,354	180
Medford	Mass.	1,609	90
Memphis	Tenn.	1,559	112
Miami	Fla.	1,546	118
Milwaukee	Wis.	1,807	41
Minneapolis	Minn.	1,863	31
Mobile	Ala.	1,585	102
Montgomery	Ala.	1,338	182
Mount Vernon	N. Y.	1,810	40
Muskegon	Mich.	1,516	129
Nashville	Tenn.	1,379	171
New Bedford	Mass.	1,156	193
New Britain	Conn.	1,456	149
New Haven	Conn.	1,562	109
New Orleans	La.	1,381	170
Newark	N. J.	1,806	42
Newton	Mass.	1,814	37
New York City	N. Y.	1,770	50
Niagara Falls	N. Y.	1,397	164
Norfolk	Va.	1,548	116
North Hempstead	N. Y.	1,715	62
Oakland	Cal.	1,816	35
Oak Park	Ill.	1,929	20
Oklahoma City	Okla.	1,583	104
Omaha	Neb.	1,909	22
Pasadena	Cal.	2,236	3
Paterson	N. J.	1,562	109
Pawtucket	R. I.	1,490	134
Peoria	Ill.	1,913	21
Philadelphia	Pa.	1,760	55
Phoenix	Ariz.	1,847	33
Pittsburgh	Pa.	1,800	44
Pontiac	Mich.	1,374	173
Port Arthur	Texas	1,486	136
Portland	Maine	1,882	28
Portland	Ore.	2,028	8
Portsmouth	Va.	1,275	185
Providence	R. I.	1,481	138
Pueblo	Colo.	1,525	127
Quincy	Mass.	1,323	183
Racine	Wis.	1,549	115
Raleigh	N. C.	1,391	165
Reading	Pa.	1,479	140
Richmond	Cal.	1,033	200
Richmond	Va.	1,669	76
Roanoke	Va.	1,559	112
Rochester	N. Y.	1,680	72
Rockford	Ill.	1,789	47
Sacramento	Cal.	1,997	12
Saginaw	Mich.	1,467	144
St. Joseph	Mo.	1,427	155
St. Louis	Mo.	1,639	81
St. Paul	Minn.	1,570	105
St. Petersburg	Fla.	1,569	106
Salt Lake City	Utah	1,812	39
San Antonio	Texas	1,429	154
San Bernardino	Cal.	1,293	184
San Diego	Cal.	1,356	178
San Francisco	Cal.	2,238	2
San Jose	Cal.	1,478	141
Santa Monica	Cal.	1,677	75
Savannah	Ga.	1,441	151
Schenectady	N. Y.	1,584	103
Scranton	Pa.	1,540	122
Seattle	Wash.	2,050	6
Shreveport	La.	1,680	72
Sioux City	Iowa	1,906	23
Somerville	Mass.	1,242	191
South Bend	Ind.	1,608	91
Spokane	Wash.	1,743	59
Springfield	Ill.	1,656	78
Springfield	Mass.	1,603	94
Springfield	Mo.	1,519	128
Springfield	Ohio	1,503	132
Stamford	Conn.	1,906	23
Stockton	Cal.	1,726	61
Syracuse	N. Y.	1,568	107
Tacoma	Wash.	1,728	60
Tampa	Fla.	1,424	157
Terre Haute	Ind.	1,477	142
Toledo	Ohio	1,610	89
Topeka	Kans.	2,085	4
Trenton	N. J.	1,405	163
Troy	N. Y.	1,755	56
Tulsa	Okla.	1,637	83
Union City	N. J.	1,387	168
Upper Darby	Pa.	1,792	46
Utica	N. Y.	1,604	92
Waco	Texas	1,356	178
Washington	D. C.	1,678	74
Waterbury	Conn.	1,529	125
Waterloo	Iowa	1,604	92
Wichita	Kans.	1,940	19
Wichita Falls	Texas.	1,460	147
Wilkes-Barre	Pa.	1,498	133
Wilmington	Del.	1,822	34
Winston-Salem	N. C.	1,543	120
Worcester	Mass.	1,488	135
Yonkers	N. Y.	1,600	96
Youngstown	Ohio	1,560	111

Occasional large variations in ranking between per capita and per family are caused by differences in size of family.



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Facts and Figures*
Long Beach, California

- Population **267,100**
- Retail Sales **$424,397,000.00**
- E.B.I. (Total Net) **$534,200,000.00**
- Per Capita E.B.I. **$2000.00**
- Per Family E.B.I. **$5689.00**

* Source—SM "Survey of Buying Power" May 10, 1949

Long Beach, California

Press-Telegram

Represented Nationally by
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Per Family Effective Buying Income, 200 Cities

SM Estimates, 1948, for the 200 cities leading in population

CITY	STATE	NET E. B. I. PER FAMILY SM Estimates	Rank in Group
Akron	Ohio	5,902	55
Alameda	Cal.	4,801	160
Albany	N. Y.	5,884	59
Albuquerque	N. M.	6,717	8
Alexandria	Va.	5,253	120
Allentown	Pa.	5,382	108
Altoona	Pa.	4,392	185
Amarillo	Texas	4,841	155
Atlanta	Ga.	4,817	156
Atlantic City	N. J.	5,389	107
Augusta	Ga.	3,572	199
Austin	Texas	4,648	170
Baltimore	Md.	5,264	118
Baton Rouge	La.	4,886	149
Bayonne	N. J.	5,809	62
Beaumont	Texas	4,817	156
Berkeley	Cal.	5,713	70
Bethlehem	Pa.	6,069	38
Binghamton	N. Y.	5,199	128
Birmingham	Ala.	5,024	143
Boston	Mass.	5,886	58
Bridgeport	Conn.	5,585	88
Brockton	Mass.	3,823	198
Buffalo	N. Y.	5,180	131
Burbank	Cal.	3,866	196
Cambridge	Mass.	4,895	148
Camden	N. J.	4,596	172
Canton	Ohio	5,459	96
Cedar Rapids	Iowa	6,005	47
Charleston	S. C.	4,650	169
Charleston	W. Va.	5,586	87
Charlotte	N. C.	6,822	6
Chattanooga	Tenn.	4,849	153
Chester	Pa.	6,019	45
Chicago	Ill.	6,086	36
Cicero	Ill.	6,382	14
Cincinnati	Ohio	5,443	99
Cleveland	Ohio	6,000	48
Cleveland Heights	Ohio	8,828	1
Columbia	S. C.	4,784	162
Columbus	Ga.	4,404	183
Columbus	Ohio	5,153	136
Corpus Christi	Texas	4,187	189
Covington	Ky.	4,574	173
Dallas	Texas	5,759	66
Davenport	Iowa	6,369	15
Dayton	Ohio	5,242	122
Dearborn	Mich.	6,928	5
Decatur	Ill.	5,139	138
Denver	Colo.	5,458	97
Des Moines	Iowa	6,036	42
Detroit	Mich.	5,766	64
Duluth	Minn.	4,599	171
Durham	N. C.	5,846	61
East Chicago	Ind.	4,963	145
East Orange	N. J.	6,126	32
East St. Louis	Ill.	4,693	165
Elizabeth	N. J.	5,624	83
El Paso	Texas	4,664	167
Erie	Pa.	5,399	103
Evanston	Ill.	6,595	9
Evansville	Ind.	5,806	63
Fall River	Mass.	4,022	193
Flint	Mich.	5,764	65
Fort Wayne	Ind.	6,791	7
Fort Worth	Texas	5,365	111
Fresno	Cal.	5,679	75
Galveston	Texas	5,394	104
Gary	Ind.	5,721	69
Glendale	Cal.	6,177	27
Grand Rapids	Mich.	4,447	181
Greensboro	N. C.	6,078	37
Greenville	S. C.	4,960	146
Hammond	Ind.	5,605	85
Harrisburg	Pa.	6,168	29
Hartford	Conn.	6,973	3
Hempstead Township	N. Y.	5,961	53
Houston	Texas	6,035	43
Huntington	W. Va.	5,368	110
Indianapolis	Ind.	6,334	18
Jacksonville	Fla.	4,531	178
Jackson	Miss.	5,890	56
Jersey City	N. J.	5,249	121
Johnstown	Pa.	6,067	39
Kansas City	Kans.	5,301	113
Kansas City	Mo.	5,634	81
Knoxville	Tenn.	5,319	112
Lakewood	Ohio	6,231	26
Lancaster	Pa.	5,663	78
Lansing	Mich.	5,962	52
Lawrence	Mass.	4,092	192
Lincoln	Neb.	5,231	125
Little Rock	Ark.	5,161	133
Long Beach	Cal.	5,689	73
Los Angeles	Cal.	5,598	86
Louisville	Ky.	5,648	80
Lowell	Mass.	4,218	188
Lynn	Mass.	4,549	175
Macon	Ga.	4,018	194
Madison	Wis.	5,539	90
Manchester	N. H.	4,690	166
Medford	Mass.	6,172	28
Memphis	Tenn.	5,159	134
Miami	Fla.	5,042	141
Milwaukee	Wis.	6,095	35
Minneapolis	Minn.	5,888	57
Mobile	Ala.	5,533	91
Montgomery	Ala.	4,402	184
Mount Vernon	N. Y.	6,433	13
Muskegon	Mich.	5,127	140
Nashville	Tenn.	4,565	174
New Bedford	Mass.	3,957	195
New Britain	Conn.	5,513	94
New Haven	Conn.	5,391	106
New Orleans	La.	4,731	164
Newark	N. J.	6,456	11
Newton	Mass.	6,947	4
New York City	N. Y.	6,106	34
Niagara Falls	N. Y.	5,257	119
Norfolk	Va.	5,223	127
North Hempstead	N. Y.	5,963	50
Oakland	Cal.	5,377	109
Oak Park	Ill.	6,322	20
Oklahoma City	Okla.	5,025	142
Omaha	Neb.	6,304	23
Pasadena	Cal.	6,341	17
Paterson	N. J.	5,419	101
Pawtucket	R. I.	5,131	139
Peoria	Ill.	6,063	40
Philadelphia	Pa.	6,307	22
Phoenix	Ariz.	5,963	50
Pittsburgh	Pa.	6,450	12
Pontiac	Mich.	4,812	158
Port Arthur	Texas	5,242	122
Portland	Maine	6,323	19
Portland	Ore.	5,670	77
Portsmouth	Va.	4,310	187
Providence	R. I.	5,227	126
Pueblo	Colo.	4,867	152
Quincy	Mass.	4,806	159
Racine	Wis.	5,393	105
Raleigh	N. C.	6,030	44
Reading	Pa.	4,999	144
Richmond	Cal.	3,408	200
Richmond	Va.	5,628	82
Roanoke	Va.	5,568	89
Rochester	N. Y.	5,672	76
Rockford	Ill.	5,860	60
Sacramento	Cal.	6,146	30
Saginaw	Mich.	5,145	137
St. Joseph	Mo.	4,375	186
St. Louis	Mo.	5,157	135
St. Paul	Minn.	5,300	114
St. Petersburg	Fla.	4,094	191
Salt Lake City	Utah	6,040	41
San Antonio	Texas	4,868	151
San Bernardino	Cal.	4,112	190
San Diego	Cal.	3,859	197
San Francisco	Cal.	6,369	15
San Jose	Cal.	4,540	176
Santa Monica	Cal.	4,770	163
Savannah	Ga.	4,876	150
Schenectady	N. Y.	5,196	129
Scranton	Pa.	5,707	71
Seattle	Wash.	5,913	54
Shreveport	La.	5,700	72
Sioux City	Iowa	6,313	21
Somerville	Mass.	4,651	168
South Bend	Ind.	5,516	93
Spokane	Wash.	5,450	98
Springfield	Ill.	5,237	124
Springfield	Mass.	5,651	79
Springfield	Mo.	4,520	179
Springfield	Ohio	4,938	147
Stamford	Conn.	7,023	2
Stockton	Cal.	5,689	73
Syracuse	N. Y.	5,290	116
Tacoma	Wash.	5,189	130
Tampa	Fla.	4,799	161
Terre Haute	Ind.	4,431	182
Toledo	Ohio	5,297	115
Topeka	Kans.	6,489	10
Trenton	N. J.	5,467	95
Troy	N. Y.	5,733	67
Tulsa	Okla.	5,179	132
Union City	N. J.	4,532	177
Upper Darby	Pa.	6,233	25
Utica	N. Y.	5,430	100
Waco	Texas	4,483	180
Washington	D. C.	6,141	31
Waterbury	Conn.	5,613	84
Waterloo	Iowa	5,280	117
Wichita	Kans.	6,017	46
Wichita Falls	Texas	4,847	154
Wilkes-Barre	Pa.	5,979	49
Wilmington	Del.	6,294	24
Winston-Salem	N. C.	5,522	92
Worcester	Mass.	5,409	102
Yonkers	N. Y.	5,722	68
Youngstown	Ohio	6,113	33

Occasional large variations in ranking between per capita and per family are caused by differences in size of family.

BABY WEEK APR. 30th TO MAY 7th

NEWS FOR ADVERTISERS ABOUT

Parents' Institute's Magazines

TESTED AND COMMENDED BY PARENTS' MAGAZINE

PUBLISHED NOW AND THEN BY THE PARENTS' INSTITUTE, INC., 52 VANDERBILT AVE., NEW YORK 17, NEW YORK

March CAG Tops All Records For Spring Ads And Store Tie-Ins

Effective with the March issue, Calling All Girls broke all of its previous records for Spring advertising linage and store tie-ins. This reaffirms its undisputed leadership as the only truly Teen mass circulation magazine.

Constant special promotions to stir store excitement help to maintain this record. "Camera Click," the current promotion, for example, ties in 320 CAG Official Headquarters Stores. Teen-agers with cameras are invited to photograph fashions shown editorially in the March issue, and to enter their photos in a national contest sponsored by the magazine. These fashions will be displayed in store showings, 18 of which "Nancy Pepper," CAG's Fashion Editor, will personally direct while on her Spring tour of CAG Headquarters stores. The Calling All Girls radio show also helps to publicize the "Camera Click" promotion.

Constant stimulation of retailer interest like this, enlisting the active participation of more than 3,000,000 teen-age readers each month, plus complete editorial backing, issue after issue, helps make Calling All Girls the favored medium of every advertiser interested in tapping the tremendous teen-age market.

Parents' Institute Appoints Frances T. Ashmore

Parents' Institute, Inc., announces the appointment of Mrs. Frances T. Ashmore as Supervisor of Store Relations for Your New Baby Magazine and Supervisor of Hospital Relations for Baby Care Manual.

Your New Baby is distributed on an exclusive basis by more than 350 of the nation's leading department stores, to a readership of more than 325,000. Baby Care Manual is distributed by more than 1300 hospital maternity pavilions in 1015 cities, to a readership of more than a million. Mrs. Ashmore will service the distributors of both magazines, and also do liaison work with retailers doing special promotions with the publishers' other magazines.

A graduate of the Macy Training Squad, Mrs. Ashmore's experience includes Infants' products buying for Saks Fifth Avenue and Lord & Taylor, as well as an editorial stint with the magazine Kaleidoscope.

Because of her extensive retail background, advertisers of baby needs will find Mrs. Ashmore's knowledge and experience of exceptional value in increasing sales.

Trade Hails Parents' And C. A. G. Fall Fashion Clinics

Orders pour in for Parents' Magazine Fall Fashion Clinic, Luncheon Merchandising Forum and Calling All Girls Teen Fashion Preview



Clinic speakers: Richard Bond, V. P., John Wanamaker, Phila.; James Kendrick, Pres., Inf. & Children's Wear Assoc.; George Engel, Jr., Director, Jane Engel, Inc.

Retailers, buyers and manufacturers alike are welcoming the announcement that once again they can get an advance Fall forecast of Infants', Girls', Boys', Teen and Smaller - Than - Teen Fashions at the Parents' Magazine Fall Fashion Clinic, Luncheon Merchandising Forum and Calling All Girls Teen Fashion Preview, to be held this year at the Hotel Astor on May 17th—and they are expressing their enthusiasm with an avalanche of reservations!

The complete details of the day's activities give good cause for excitement. The program will consist of three sessions:

The Morning Session, from 10 A.M. to 12 Noon, will be open to retailers only. Mrs. Beryl Tucker, Fashion Editor of Parents' Magazine and formerly with A.M.C., will conduct the Infants', Children's, Girls' and Boys' Fall Fashion Clinic in the Grand Ballroom.

The Luncheon Merchandising Forum, held in the Belvedere Room from 12:30 to 2:30 P.M., will be open to all. It will feature such well-known speakers as Richard C. Bond, Vice President of John Wanamaker, Philadelphia; James G. Kendrick, President of Infants' & Children's Wear Buyers' Association; George C. Engel, Director of Jane Engel, Inc.; and Betty Green, Fashion Director of Parents' Magazine and the "Nancy Pepper" of Calling All Girls. A discussion period will follow, with retailers "stumping the experts" — and each other — with their current merchandising problems.

Everyone will be welcome, without charge, at the Afternoon Session in the Grand Ballroom, from 2:45 to 4 P.M. The Calling All Girls Fall Promotion Preview of Teen and Smaller-Than-Teen Fashions, selected for the Back-To-School issues, will be presented by Nancy Pepper.

Free Clinic Notebooks, complete with swatches, sketches and price line analyses, will be provided each retailer attending the Morning Session. More than 50 professional models will participate in the two fashion shows.

Tickets for the Morning Session, for retailers only, are $12.50 each; for both the Morning Session *and* the Luncheon Merchandising Forum, $17.50 each. Both of these charges include all gratuities. Tickets for the Luncheon Merchandising Forum alone, open to everyone, $6 each. There will be no charge for the Afternoon Session.

Orders for reservations can be obtained by writing directly to Mr. Monroe E. Michels, Promotion Manager, Parents' Institute, Inc., 52 Vanderbilt Avenue, New York 17, N. Y.

Varsity Ad Manager Becomes Pen Pal

Best Production Of The Year





Voscar

VARSITY Magazine declares itself in on the Academy - Awarding, by presenting its "Voscar" for "Best Production of the Year" to Shirley Temple and John Agar, for their daughter Linda Susan, 7 lbs., 6 oz. Other awards: to Roy Roger's horse, "Trigger," for "Best Supporting Role"; and to a wooden cigar store Indian in Bob Hope's "The Paleface," for "hard realism and an unvarying sense of drama."

Advertisers were amused by an exchange of letters in the "Letters to the Editor" column of a recent issue of VARSITY Magazine. Headed "Advertising," the two letters read:

"Gentlemen:

I especially like VARSITY since it is not overcrowded with advertising. I am seventeen and a senior at Norwich Free Academy.

Walter E. Brown
Fitchville, Conn.

"Dear Walter:

It's all in your point of view. I would like to see *more* advertising in VARSITY. I am thirty-eight and the advertising manager of VARSITY.

Allison R. Leininger
New York City

Since then Mr. Leininger's wistful mood has been considerably improved by the most recent ABC figures for VARSITY; the only magazine edited exclusively for the young man of senior high school and junior college age: for the last six months of 1948, the average had risen to 218,555.

Polly Loses Pigtails

POLLY PIGTAILS will henceforth be known simply as POLLY.

Seems that when its readers outgrew the 7 to 10 year old group for which the magazine was originally edited, they cut off their own pigtails—but retained their love for POLLY PIGTAILS. So, to be in fashion, and accomodate its readers, POLLY loses its PIGTAILS — but will now be slanted at girls from 7 right through 14 years of age. With a circulation of more than 300,000 and readership exceeding 1,500,000. This is probably the biggest mass hair cut in history.

New Promotional Comics Folder and Rate Card Now Available

Advertisers interested in accomplishing special jobs at low cost will want to read the new 4-page, 2-color folder which includes the names of some of America's most distinguished firms who have used Promotion Comics successfully. Copies of this folder, as well as a new rate card for Parents' Institute's Comics Group, are now available on request. Write to Promotional Comics Division of the Parents' Institute, Inc., 52 Vanderbilt Avenue, N. Y. 17, for *your* copy today!

Total Net Effective Buying Income, 200 Leading Cities

SM Estimates, 1948, for the 200 cities leading in this category

CITY	STATE	NET E. B. I. SM Estimates (in thousands)	Rank in Group
Akron	Ohio	822,930	35
Alameda	Cal.	135,873	139
Albany	N. Y.	265,350	65
Albuquerque	N. M.	144,418	131
Alexandria	Va.	106,640	190
Allentown	Pa.	180,935	110
Altoona	Pa.	106,724	189
Amarillo	Texas	109,900	180
Asheville	N. C.	102,657	200
Atlantic City	N. J.	122,337	158
Atlanta	Ga.	505,280	38
Austin	Texas	190,099	88
Baltimore	Md.	1,506,419	9
Baton Rouge	La.	166,611	105
Bayonne	N. J.	130,698	145
Beaumont	Texas	154,137	119
Berkeley	Cal.	205,667	83
Berwyn	Ill.	102,878	198
Bethlehem	Pa.	118,953	165
Binghamton	N. Y.	136,727	137
Birmingham	Ala.	453,185	42
Boston	Mass.	1,320,300	11
Bridgeport	Conn.	284,852	57
Brookline	Mass.	118,589	169
Buffalo	N. Y.	890,250	18
Cambridge	Mass.	162,515	108
Camden	N. J.	189,133	101
Canton	Ohio	204,697	84
Cedar Rapids	Iowa	138,114	136
Charleston	S. C.	118,573	166
Charleston	W. Va.	125,137	154
Charlotte	N. C.	251,048	67
Chattanooga	Tenn.	196,888	87
Chester	Pa.	119,773	162
Chicago	Ill.	6,690,715	2
Cicero	Ill.	125,096	155
Cincinnati	Ohio	900,886	17
Cleveland	Ohio	1,633,208	7
Cleveland Heights	Ohio	168,612	103
Clifton	N. J.	104,774	194
Columbus	Ohio	563,760	29
Corpus Christi	Texas	152,833	120
Dallas	Texas	822,942	22
Davenport	Iowa	159,871	112
Dayton	Ohio	410,435	43
Dearborn	Mich.	155,193	118
Decatur	Ill.	107,413	187
Denver	Colo.	716,644	26
Des Moines	Iowa	349,484	49
Detroit	Mich.	3,087,837	5
Duluth	Minn.	150,833	124
Durham	N. C.	120,422	161
East Orange	N. J.	155,610	117
East St. Louis	Ill.	118,257	167
El Paso	Texas	184,218	92
Elizabeth	N. J.	187,284	91
Erie	Pa.	210,560	82
Evanston	Ill.	141,788	133
Evansville	Ind.	225,839	77
Fall River	Mass.	127,912	152
Flint	Mich.	268,580	63
Fort Wayne	Ind.	270,970	61
Fort Worth	Texas	453,870	41
Fresno	Cal.	151,621	121
Galveston	Texas	135,920	138
Gary	Ind.	223,696	78
Glendale	Cal.	201,385	85
Grand Rapids	Mich.	243,717	70
Greensboro	N. C.	130,067	146
Hammond	Ind.	130,026	147
Harrisburg	Pa.	174,551	98
Hartford	Conn.	373,779	47
Hempstead Township	N. Y.	552,573	31
Highland Park	Mich.	102,677	199
Houston	Texas	1,101,389	14
Huntington	W. Va.	128,292	151
Indianapolis	Ind.	883,008	19
Irvington	N. J.	109,320	182
Jackson	Miss.	160,787	111
Jacksonville	Fla.	328,499	52
Jersey City	N. J.	489,800	40
Johnstown	Pa.	108,599	183
Kalamazoo	Mich.	103,714	197
Kansas City	Kans.	236,939	72
Kansas City	Mo.	861,493	20
Knoxville	Tenn.	216,488	80
Lakewood	Ohio	145,807	128
Lancaster	Pa.	116,661	168
Lansing	Mich.	163,962	106
Lincoln	Neb.	168,454	104
Little Rock	Ark.	163,593	107
Long Beach	Cal.	534,200	34
Los Angeles	Cal.	3,853,156	3
Louisville	Ky.	625,232	27
Lowell	Mass.	121,052	159
Lynn	Mass.	151,480	122
Macon	Ga.	110,096	178
Madison	Wis.	145,684	129
Manchester	N. H.	113,039	175
Medford	Mass.	113,570	174
Memphis	Tenn.	541,146	33
Miami	Fla.	347,900	50
Milwaukee	Wis.	1,175,111	13
Minneapolis	Minn.	1,025,184	15
Mobile	Ala.	266,689	64
Montclair	N. J.	104,598	195
Montgomery	Ala.	147,893	126
Mount Vernon	N. Y.	131,225	144
Muskegon	Mich.	119,461	163
Nashville	Tenn.	247,875	68
Newark	N. J.	819,880	23
New Bedford	Mass.	131,752	143
New Britain	Conn.	115,780	171
New Haven	Conn.	271,722	60
New Orleans	La.	792,418	24
New Rochelle	N. Y.	115,780	171
New York City	N. Y.	14,236,438	1
Newton	Mass.	151,446	123
Niagara Falls	N. Y.	128,789	150
Norfolk	Va.	300,857	56
North Hempstead	N. Y.	156,237	115
Oakland	Cal.	765,626	25
Oak Park	Ill.	139,081	134
Oklahoma City	Okla.	374,380	46
Omaha	Neb.	513,139	36
Pasadena	Cal.	235,898	73
Paterson	N. J.	237,360	71
Pawtucket	R. I.	119,029	164
Peoria	Ill.	229,177	76
Philadelphia	Pa.	3,759,552	4
Phoenix	Ariz.	180,068	95
Pittsburgh	Pa.	1,305,409	12
Pontiac	Mich.	110,195	177
Port Arthur	Texas	110,077	179
Portland	Maine	161,872	109
Portland	Ore.	852,223	21
Portsmouth	Va.	105,170	193
Providence	R. I.	388,910	45
Pueblo	Colo.	114,375	173
Quincy	Mass.	112,455	176
Racine	Wis.	116,485	170
Reading	Pa.	172,451	99
Richmond	Cal.	105,651	192
Richmond	Va.	397,915	44
Roanoke	Va.	144,207	132
Rochester	N. Y.	572,844	28
Rockford	Ill.	176,395	96
Sacramento	Cal.	255,661	66
Saginaw	Mich.	146,113	127
St. Joseph	Mo.	120,748	160
St. Louis	Mo.	1,508,510	8
St. Paul	Minn.	544,790	32
St. Petersburg	Fla.	157,635	113
Salt Lake City	Utah	326,160	53
San Antonio	Texas	553,958	30
San Diego	Cal.	474,600	39
San Francisco	Cal.	1,776,972	6
San Jose	Cal.	133,020	142
Santa Monica	Cal.	122,589	157
Savannah	Ga.	189,175	89
Schenectady	N. Y.	155,877	116
Scranton	Pa.	219,142	79
Seattle	Wash.	978,682	16
Shreveport	La.	216,033	81
Sioux City	Iowa	176,131	97
Sioux Falls	S. D.	105,679	191
Somerville	Mass.	139,064	135
South Bend	Ind.	198,588	86
Spokane	Wash.	275,220	59
Springfield	Ill.	148,212	125
Springfield	Mass.	270,106	62
Springfield	Mo.	107,580	186
Springfield	Ohio	145,190	130
Stamford	Conn.	133,429	141
Stockton	Cal.	126,861	153
Syracuse	N. Y.	382,325	48
Tacoma	Wash.	244,898	69
Tampa	Fla.	188,110	90
Terre Haute	Ind.	109,878	181
Toledo	Ohio	511,175	37
Topeka	Kans.	182,438	94
Trenton	N. J.	182,610	93
Troy	N. Y.	129,001	149
Tulsa	Okla.	317,978	54
Upper Darby	Pa.	129,024	148
Utica	N. Y.	169,972	100
Waco	Texas	108,480	184
Warren	Ohio	107,380	188
Washington	D. C.	1,466,352	10
Waterbury	Conn.	168,956	102
Waterloo	Iowa	123,024	156
Wheeling	W. Va.	104,570	196
Wichita	Kans.	332,128	51
Wilkes-Barre	Pa.	135,120	140
Wilmington	Del.	232,263	75
Winston-Salem	N. C.	157,386	114
Worcester	Mass.	311,587	55
Yonkers	N. Y.	235,173	74
York	Pa.	107,590	185
Youngstown	Ohio	278,772	58
Total Above Cities		90,866,515	
% of U. S. A.		48.102%	

looking at Television ?

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...in America's FIRST Market, New York:



WNBT *NBC Television*

Channel 4 New York

THE NATIONAL BROADCASTING COMPANY

A Service of Radio Corporation of America

Total Retail Sales, 200 Leading Cities

SM Estimates, 1948, for the 200 cities leading in this category

CITY	STATE	TOTAL RETAIL SALES SM Estimates (in thousands)	Rank in Group
Akron	Ohio	349,671	43
Albany	N. Y.	184,908	75
Albuquerque	N. M.	108,350	142
Allentown	Pa.	141,240	100
Altoona	Pa.	90,879	163
Amarillo	Texas	103,202	153
Ann Arbor	Mich.	86,169	193
Asheville	N. C.	95,087	173
Atlantic City	N. J.	117,144	126
Atlanta	Ga.	574,177	26
Augusta	Ga.	88,572	187
Austin	Texas	147,456	95
Bakersfield	Cal.	138,750	105
Baltimore	Md.	1,144,095	9
Baton Rouge	La.	139,411	104
Battle Creek	Mich.	87,484	190
Beaumont	Texas	115,847	131
Berkeley	Cal.	98,071	161
Beverly Hills	Cal.	120,568	122
Binghamton	N. Y.	105,478	148
Birmingham	Ala.	442,724	32
Boston	Mass.	1,108,748	10
Bridgeport	Conn.	202,993	70
Buffalo	N. Y.	639,714	22
Cambridge	Mass.	116,018	129
Camden	N. J.	130,409	113
Canton	Ohio	171,369	81
Cedar Rapids	Iowa	117,594	125
Charleston	S. C.	107,416	145
Charleston	W. Va.	137,810	106
Charlotte	N. C.	187,150	74
Chattanooga	Tenn.	190,246	73
Chester	Pa.	91,004	182
Chicago	Ill.	4,365,228	2
Cincinnati	Ohio	657,331	20
Cleveland	Ohio	1,293,263	6
Columbia	S. C.	115,320	133
Columbus	Ga.	95,464	171
Columbus	Ohio	422,826	29
Corpus Christi	Texas	107,230	146
Dallas	Texas	732,870	18
Davenport	Iowa	116,766	127
Dayton	Ohio	345,108	44
Dearborn	Mich.	109,225	139
Decatur	Ill.	94,801	174
Denver	Colo.	613,611	24
Des Moines	Iowa	294,176	48
Detroit	Mich.	2,532,625	4
Duluth	Minn.	142,872	98
Durham	N. C.	98,208	159
East St. Louis	Ill.	86,391	192
El Paso	Texas	143,507	96
Elizabeth	N. J.	131,802	111
Erie	Pa.	148,338	96
Evanston	Ill.	120,332	123
Evansville	Ind.	159,037	88
Fall River	Mass.	108,686	140
Flint	Mich.	242,454	56
Fort Wayne	Ind.	181,690	78
Fort Worth	Texas	401,260	35
Fresno	Cal.	210,311	67
Galveston	Texas	89,288	185
Gary	Ind.	155,448	90
Glendale	Cal.	168,794	82
Grand Rapids	Mich.	295,401	47
Green Bay	Wis.	91,347	181
Greensboro	N. C.	110,078	137
Greenville	S. C.	116,590	128
Hammond	Ind.	103,743	152
Harrisburg	Pa.	149,722	93
Hartford	Conn.	282,889	49
Hempstead Township	N. Y.	392,462	37
Highland Park	Mich.	85,592	194
Houston	Texas	814,420	16
Huntington	W. Va.	93,354	178
Indianapolis	Ind.	629,099	23
Jackson	Mich.	98,136	160
Jackson	Miss.	120,206	124
Jacksonville	Fla.	278,196	50
Jersey City	N. J.	222,303	63
Johnstown	Pa.	104,606	150
Kalamazoo	Mich.	124,394	117
Kansas City	Kans.	161,701	85
Kansas City	Mo.	774,073	17
Knoxville	Tenn.	203,694	69
Lancaster	Pa.	99,830	155
Lansing	Mich.	174,206	80
Lawrence	Mass.	83,762	198
Lexington	Ky.	121,274	121
Lincoln	Neb.	132,127	110
Little Rock	Ark.	179,313	79
Long Beach	Cal.	424,397	33
Los Angeles	Cal.	2,917,726	3
Louisville	Ky.	464,405	31
Lowell	Mass.	98,621	158
Lynn	Mass.	97,101	166
Macon	Ga.	97,578	164
Madison	Wis.	148,636	94
Manchester	N. H.	95,238	172
Memphis	Tenn.	485,001	30
Miami	Fla.	388,357	38
Milwaukee	Wis.	1,004,412	11
Minneapolis	Minn.	829,188	15
Mobile	Ala.	158,093	89
Montgomery	Ala.	129,797	115
Mount Vernon	N. Y.	93,027	180
Muskegon	Mich.	109,864	138
Nashville	Tenn.	277,735	51
New Bedford	Mass.	110,440	135
New Britain	Conn.	85,256	195
New Haven	Conn.	221,773	64
New Orleans	La.	584,742	25
New Rochelle	N. Y.	84,263	197
New York City	N. Y.	7,902,859	1
Newark	N. J.	684,933	19
Niagara Falls	N. Y.	93,419	176
Norfolk	Va.	226,240	62
Oakland	Cal.	537,645	27
Oak Park	Ill.	104,970	149
Oklahoma City	Okla.	333,814	46
Omaha	Neb.	357,231	42
Orlando	Fla.	101,381	154
Pasadena	Cal.	197,731	71
Passaic	N. J.	93,413	177
Paterson	N. J.	195,046	72
Pawtucket	R. I.	97,804	162
Peoria	Ill.	182,636	77
Philadelphia	Pa.	2,207,063	5
Phoenix	Ariz.	237,270	58
Pittsburgh	Pa.	895,807	13
Pontiac	Mich.	134,584	107
Portland	Maine	133,562	109
Portland	Ore.	652,620	21
Providence	R. I.	344,056	45
Pueblo	Colo.	82,977	199
Quincy	Mass.	94,083	175
Racine	Wis.	89,937	184
Raleigh	N. C.	99,416	156
Reading	Pa.	151,290	91
Richmond	Cal.	123,098	118
Richmond	Va.	380,232	40
Roanoke	Va.	127,959	116
Rochester	N. Y.	415,060	34
Rockford	Ill.	150,279	92
Sacramento	Cal.	261,823	55
Saginaw	Mich.	93,032	179
St. Joseph	Mo.	106,746	147
St. Louis	Mo.	1,165,144	8
St. Paul	Minn.	520,069	28
St. Petersburg	Fla.	134,167	108
Salt Lake City	Utah	266,901	52
San Antonio	Texas	376,168	41
San Bernardino	Cal.	108,462	141
San Diego	Cal.	396,026	36
San Francisco	Cal.	1,277,860	7
San Jose	Cal.	208,337	68
Santa Monica	Cal.	115,744	132
Savannah	Ga.	130,928	112
Schenectady	N. Y.	115,981	130
Scranton	Pa.	139,627	102
Seattle	Wash.	832,384	14
Shreveport	La.	167,372	83
Sioux City	Iowa	129,890	114
Sioux Falls	S. D.	99,154	157
South Bend	Ind.	165,204	84
Spokane	Wash.	234,439	60
Springfield	Ill.	121,883	119
Springfield	Mass.	239,399	57
Springfield	Mo.	96,805	168
Springfield	Ohio	96,038	170
Stamford	Conn.	89,067	186
Stockton	Cal.	139,676	101
Syracuse	N. Y.	284,760	54
Tacoma	Wash.	210,882	66
Tampa	Fla.	160,506	87
Terre Haute	Ind.	97,137	165
Toledo	Ohio	388,347	39
Topeka	Kans.	144,617	97
Trenton	N. J.	183,503	76
Tucson	Ariz.	104,232	151
Tulsa	Okla.	235,213	59
Union City	N. J.	96,809	167
Utica	N. Y.	110,284	136
Waco	Texas	87,807	188
Washington	D. C.	976,790	12
Waterbury	Conn.	121,653	120
Waterloo	Iowa	108,279	143
West Palm Beach	Fla.	87,795	189
Wheeling	W. Va.	96,071	169
White Plains	N. Y.	97,744	163
Wichita	Kans.	266,169	53
Wichita Falls	Texas	82,560	200
Wilkes-Barre	Pa.	113,782	134
Wilmington	Del.	161,072	86
Winston-Salem	N. C.	107,981	144
Worcester	Mass.	217,837	65
Yakima	Wash.	86,926	191
Yonkers	N. Y.	139,540	103
York	Pa.	85,231	196
Youngstown	Ohio	231,901	61
Total Above Cities		67,508,333	
% of U. S. A.		51.7080	

PEOPLE LIVING IN PLACES UNDER 25,000 POPULATION *SPENT*

67% of all dollars spent by consumers for paint and varnish.*

49% of all dollars spent for toilet goods.*

50% of all dollars spent for drugs.*

49% of all dollars spent for packaged foods.*

No wonder Pathfinder is attracting more and more leading advertisers. They know that Pathfinder families are the best customers—and the most influential—in the Main Street market where half of the consumer goods is purchased.

FACTS ABOUT PATHFINDER FAMILIES

847,000 own their homes.

704,000 own property other than their homes.

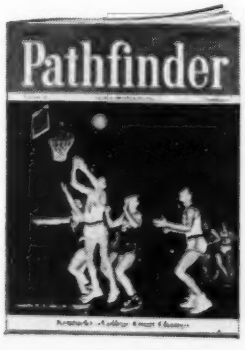
385,000 also own farms.

198,000 own businesses.

891,000 own 1,045,000 automobiles.

FACTS ABOUT PATHFINDER

Circulation, 1,100,000 and going up! • The largest news magazine in the Main Street market. Advertising—one of the biggest gains of any magazine in 1948—and even greater gain in 1949!



Pathfinder

The Family News Magazine that influences Home Town America.

**Consumer purchases product studies by Alderson & Sessions for Pathfinder. Complete reports available. Write Pathfinder, Washington Square, Phila. 5, Pa.*

Food Store Sales, 200 Leading Cities

SM Estimates, 1948, for the 200 cities leading in this category

CITY	STATE	FOOD STORE SALES SM Estimates (In thousands)	Rank in Group
Akron	Ohio	91,974	34
Albany	N. Y.	43,999	70
Albuquerque	N. M.	21,317	167
Alhambra	Cal.	21,072	170
Allentown	Pa.	33,445	97
Altoona	Pa.	27,612	126
Asheville	N. C.	20,253	182
Atlantic City	N. J.	27,138	128
Atlanta	Ga.	82,459	37
Aurora	Ill.	19,890	188
Austin	Texas	30,067	109
Bakersfield	Cal.	27,686	124
Baltimore	Md.	295,348	7
Baton Rouge	La.	24,101	147
Bayonne	N. J.	26,179	134
Beaumont	Texas	19,074	196
Berkeley	Cal.	37,115	84
Bethlehem	Pa.	20,162	184
Beverly Hills	Cal.	26,848	130
Binghamton	N. Y.	22,201	160
Birmingham	Ala.	74,620	42
Boston	Mass.	216,987	13
Bridgeport	Conn.	55,377	54
Brockton	Mass.	20,059	186
Buffalo	N. Y.	156,631	18
Butte	Mont.	19,093	194
Cambridge	Mass.	34,832	94
Camden	N. J.	34,576	95
Canton	Ohio	36,984	85
Cedar Rapids	Iowa	20,314	180
Charleston	S. C.	21,268	168
Charleston	W. Va.	26,786	132
Charlotte	N. C.	30,319	106
Chattanooga	Tenn.	42,239	75
Chester	Pa.	24,323	146
Chicago	Ill.	806,272	2
Cincinnati	Ohio	134,712	20
Cleveland	Ohio	309,586	6
Cleveland Heights	Ohio	19,960	187
Columbus	Ga.	20,568	178
Columbus	Ohio	102,348	32
Covington	Ky.	24,871	140
Dallas	Texas	117,720	24
Davenport	Iowa	22,698	155
Dayton	Ohio	71,894	44
Decatur	Ill.	19,435	191
Denver	Colo.	109,001	29
Des Moines	Iowa	53,257	58
Detroit	Mich.	497,958	5
Duluth	Minn.	35,366	93
East St. Louis	Ill.	21,833	163
El Paso	Texas	24,818	141
Elizabeth	N. J.	36,232	89
Erie	Pa.	36,263	88
Evanston	Ill.	28,791	117
Evansville	Ind.	35,520	92
Fall River	Mass.	29,824	111
Flint	Mich.	55,792	53
Fort Wayne	Ind.	36,918	86
Fort Worth	Texas	66,993	47
Fresno	Cal.	42,209	76
Galveston	Texas	20,947	171
Gary	Ind.	35,797	91
Glendale	Cal.	46,374	68
Grand Rapids	Mich.	63,295	51
Green Bay	Wis.	18,796	199
Greensboro	N. C.	19,260	192
Hackensack	N. J.	21,816	164
Hammond	Ind.	23,198	151
Harrisburg	Pa.	29,144	116
Hartford	Conn.	69,919	45
Hempstead Township	N. Y.	119,129	23
Hoboken	N. J.	20,376	179
Houston	Texas	164,241	16
Indianapolis	Ind.	126,236	22
Jackson	Mich.	19,760	189
Jacksonville	Fla.	54,599	56
Jersey City	N. J.	91,755	35
Johnstown	Pa.	20,924	172
Joliet	Ill.	18,700	200
Kalamazoo	Mich.	24,626	143
Kansas City	Kans.	39,981	81
Kansas City	Mo.	117,393	25
Knoxville	Tenn.	40,951	77
Lancaster	Pa.	19,008	197
Lansing	Mich.	32,835	100
Lawrence	Mass.	23,168	152
Lexington	Ky.	21,406	166
Lincoln	Neb.	27,506	127
Little Rock	Ark.	28,399	120
Long Beach	Cal.	104,949	30
Los Angeles	Cal.	694,376	3
Louisville	Ky.	103,702	31
Lowell	Mass.	36,574	87
Lynn	Mass.	33,084	99
Macon	Ga.	20,281	181
Madison	Wis.	30,169	108
Malden	Mass.	19,693	190
Manchester	N. H.	29,678	112
McKeesport	Pa.	24,742	142
Memphis	Tenn.	81,032	39
Miami	Fla.	66,292	48
Milwaukee	Wis.	241,261	9
Minneapolis	Minn.	181,407	14
Mobile	Ala.	30,035	110
Montclair	N. J.	18,928	198
Montgomery	Ala.	20,587	177
Mount Vernon	N. Y.	28,385	121
Muskegon	Mich.	26,807	131
Nashville	Tenn.	54,843	55
Newark	N. J.	138,543	19
New Bedford	Mass.	31,541	105
New Brunswick	N. J.	21,555	165
New Haven	Conn.	43,152	74
New Orleans	La.	114,529	26
New Rochelle	N. Y.	20,616	176
New York City	N. Y.	2,065,718	1
Newton	Mass.	22,612	156
Niagara Falls	N. Y.	23,933	148
Norfolk	Va.	51,715	62
Oakland	Cal.	172,358	15
Oak Park	Ill.	27,095	129
Oklahoma City	Okla.	53,868	57
Omaha	Neb.	82,077	38
Pasadena	Cal.	43,931	71
Passaic	N. J.	24,435	145
Paterson	N. J.	52,341	59
Pawtucket	R. I.	22,392	158
Peoria	Ill.	39,432	82
Philadelphia	Pa.	522,299	4
Phoenix	Ariz.	29,543	113
Pittsburgh	Pa.	218,796	12
Plainfield	N. J.	23,240	150
Pontiac	Mich.	32,416	103
Portland	Maine	30,301	107
Portland	Ore.	133,408	21
Poughkeepsie	N. Y.	19,081	195
Providence	R. I.	78,301	40
Quincy	Mass.	32,834	101
Racine	Wis.	25,794	136
Reading	Pa.	40,454	78
Richmond	Cal.	67,358	46
Richmond	Va.	77,464	41
Roanoke	Va.	24,596	144
Rochester	N. Y.	96,952	33
Rockford	Ill.	32,601	102
Sacramento	Cal.	64,170	50
Saginaw	Mich.	20,786	173
St. Joseph	Mo.	22,093	161
St. Louis	Mo.	235,612	10
St. Paul	Minn.	110,305	28
St. Petersburg	Fla.	22,600	157
Salt Lake City	Utah	51,750	61
San Antonio	Texas	73,357	43
San Bernardino	Cal.	29,166	115
San Diego	Cal.	112,530	27
San Francisco	Cal.	270,446	8
San Jose	Cal.	44,840	69
Santa Barbara	Cal.	20,121	185
Santa Monica	Cal.	26,068	122
Savannah	Ga.	33,097	98
Schenectady	N. Y.	29,342	114
Scranton	Pa.	40,449	79
Seattle	Wash.	160,249	17
Shreveport	La.	27,906	123
Sioux City	Iowa	26,705	133
Somerville	Mass.	26,611	119
South Bend	Ind.	36,129	90
Spokane	Wash.	46,623	67
Springfield	Mo.	19,193	193
Springfield	Ill.	25,241	138
Springfield	Mass.	51,143	63
Springfield	Ohio	23,922	149
Stamford	Conn.	22,776	154
Stockton	Cal.	37,447	83
Syracuse	N. Y.	62,491	52
Tacoma	Wash.	43,688	72
Tampa	Fla.	28,729	118
Terre Haute	Ind.	22,205	159
Toledo	Ohio	90,585	36
Topeka	Kans.	31,885	104
Trenton	N. J.	50,351	64
Troy	N. Y.	20,211	183
Tucson	Ariz.	21,931	162
Tulsa	Okla.	40,166	80
Union City	N. J.	25,110	139
Upper Darby	Pa.	20,716	174
Utica	N. Y.	25,281	137
Vallejo	Cal.	22,844	153
Washington, D. C.		227,060	11
Waterbury	Conn.	33,726	96
Waterloo	Iowa	20,629	175
Wheeling	W. Va.	21,184	169
White Plains	N. Y.	25,877	135
Wichita	Kans.	49,347	65
Wilkes-Barre	Pa.	27,565	126
Wilmington	Del.	43,324	73
Worcester	Mass.	66,230	49
Yonkers	N. Y.	51,751	60
Youngstown	Ohio	47,471	66
Total Above Cities		15,071,886	
% of U. S. A.		48.1085	

General Merchandise Store Sales, 200 Leading Cities

SM Estimates, 1948, for the 200 cities leading in this category

CITY	STATE	GEN'L MDSE. STORE SALES SM Estimates (in thousands)	Rank in Group
Abilene	Texas	10,848	191
Akron	Ohio	75,579	34
Albany	N. Y.	76,587	33
Alexandria	La.	11,092	187
Allentown	Pa.	26,566	81
Altoona	Pa.	17,220	129
Amarillo	Texas	12,007	178
Appleton	Wis.	10,383	198
Asheville	N. C.	17,074	131
Atlantic City	N. J.	12,844	173
Atlanta	Ga.	188,034	11
Augusta	Ga.	15,329	143
Aurora	Ill.	10,454	195
Austin	Texas	18,522	116
Bakersfield	Cal.	18,021	122
Baltimore	Md.	241,264	8
Baton Rouge	La.	19,284	113
Battle Creek	Mich.	11,342	184
Beaumont	Texas	17,178	130
Binghamton	N. Y.	21,505	99
Birmingham	Ala.	68,023	37
Boston	Mass.	286,653	6
Bridgeport	Conn.	29,275	72
Buffalo	N. Y.	144,463	21
Cambridge	Mass.	14,924	147
Camden	N. J.	16,841	133
Canton	Ohio	25,139	86
Cedar Rapids	Iowa	17,913	123
Charleston	S. C.	14,533	152
Charleston	W. Va.	22,797	92
Charlotte	N. C.	34,989	61
Chattanooga	Tenn.	25,964	83
Chester	Pa.	11,458	182
Chicago	Ill.	919,719	2
Cincinnati	Ohio	113,910	27
Cleveland	Ohio	263,485	7
Columbia	S. C.	15,888	140
Columbus	Ga.	14,316	157
Columbus	Ohio	80,777	31
Dallas	Texas	179,143	12
Davenport	Iowa	20,460	104
Dayton	Ohio	62,888	39
Dearborn	Mich.	14,231	161
Decatur	Ill.	17,030	132
Denver	Colo.	132,754	24
Des Moines	Iowa	54,758	45
Detroit	Mich.	392,213	4
Dubuque	Iowa	15,326	144
Duluth	Minn.	18,372	118
Durham	N. C.	14,560	150
Easton	Pa.	11,201	185
El Paso	Texas	29,116	73
Elizabeth	N. J.	13,133	170
Erie	Pa.	22,393	95
Evanston	Ill.	27,370	76
Evansville	Ind.	21,494	100
Flint	Mich.	27,344	77
Fort Wayne	Ind.	36,316	57
Fort Worth	Texas	126,004	26
Freeport	Ill.	10,788	192
Fresno	Cal.	24,215	89
Gary	Ind.	33,393	65
Glendale	Cal.	16,679	134
Grand Rapids	Mich.	41,782	52
Green Bay	Wis.	14,285	159
Greensboro	N. C.	18,827	114
Greenville	S. C.	18,091	120
Hackensack	N. J.	10,414	197
Hammond	Ind.	26,900	80
Harrisburg	Pa.	24,544	88
Hartford	Conn.	58,607	41
Hempstead Township	N. Y.	22,578	94
Highland Park	Mich.	19,969	107
Houston	Texas	91,014	30
Huntington	W. Va.	16,490	137
Huntington Park	Cal.	10,425	196
Hutchinson	Kans.	10,329	199
Indianapolis	Ind.	128,264	25
Jackson	Mich.	13,881	163
Jackson	Miss.	20,991	102
Jacksonville	Fla.	36,416	56
Jersey City	N. J.	11,058	188
Johnstown	Pa.	31,990	67
Joliet	Ill.	16,237	139
Kalamazoo	Mich.	16,473	138
Kansas City	Kans.	13,281	167
Kansas City	Mo.	172,420	14
Knoxville	Tenn.	33,829	63
Lancaster	Pa.	18,643	115
Lansing	Mich.	26,925	79
Lexington	Ky.	17,901	124
Lima	Ohio	14,315	158
Lincoln	Neb.	28,037	75
Little Rock	Ark.	34,085	62
Long Beach	Cal.	45,350	50
Los Angeles	Cal.	385,730	5
Louisville	Ky.	65,981	38
Lowell	Mass.	12,570	174
Lubbock	Texas	16,657	135
Lynchburg	Va.	10,626	193
Lynn	Mass.	11,165	186
Macon	Ga.	14,776	148
Madison	Wis.	23,548	90
Memphis	Tenn.	138,692	23
Miami	Fla.	54,504	46
Milwaukee	Wis.	175,357	13
Minneapolis	Minn.	171,933	15
Mobile	Ala.	22,640	93
Moline	Ill.	12,212	175
Montgomery	Ala.	18,034	121
Muskegon	Mich.	14,941	146
Nashville	Tenn.	41,970	51
New Bedford	Mass.	11,025	190
New Haven	Conn.	23,065	91
New Orleans	La.	98,489	29
New Rochelle	N. Y.	10,302	200
New York City	N. Y.	1,152,116	1
Newark	N. J.	159,187	17
Newport News	Va.	14,326	156
Niagara Falls	N. Y.	15,840	141
Norfolk	Va.	36,014	59
Oakland	Cal.	107,075	28
Oak Park	Ill.	20,061	105
Ogden	Utah	12,097	177
Oklahoma City	Okla.	48,086	48
Omaha	Neb.	50,405	47
Orlando	Fla.	14,444	153
Pasadena	Cal.	19,287	112
Paterson	N. J.	24,580	87
Peoria	Ill.	29,454	71
Philadelphia	Pa.	554,260	3
Phoenix	Ariz.	37,114	55
Pittsburgh	Pa.	240,616	9
Pontiac	Mich.	22,332	96
Portland	Maine	19,488	109
Portland	Ore.	155,152	19
Poughkeepsie	N. Y.	11,419	183
Providence	R. I.	57,386	42
Pueblo	Colo.	13,278	168
Raleigh	N. C.	13,316	166
Reading	Pa.	21,820	98
Richmond	Va.	73,261	36
Riverside	Cal.	11,049	189
Roanoke	Va.	17,533	125
Rochester	N. Y.	79,107	32
Rockford	Ill.	19,383	110
Sacramento	Cal.	36,164	58
St. Joseph	Mo.	14,256	160
St. Louis	Mo.	209,883	10
St. Paul	Minn.	141,981	22
St. Petersburg	Fla.	15,079	145
Salt Lake City	Utah	60,113	40
San Antonio	Texas	55,658	43
San Bernardino	Cal.	19,361	111
San Diego	Cal.	55,439	44
San Francisco	Cal.	154,969	20
San Jose	Cal.	25,500	85
Savannah	Ga.	17,513	126
Schenectady	N. Y.	20,053	106
Scranton	Pa.	22,194	97
Seattle	Wash.	156,304	18
Sheboygan	Wis.	14,332	155
Shreveport	La.	21,276	101
Sioux City	Iowa	25,904	84
South Bend	Ind.	27,239	78
Spartanburg	S. C.	11,996	179
Spokane	Wash.	41,494	53
Springfield	Ill.	13,507	165
Springfield	Mass.	32,761	66
Springfield	Mo.	13,165	169
Springfield	Ohio	14,082	162
Steubenville	Ohio	11,879	180
Stockton	Cal.	17,304	128
Syracuse	N. Y.	46,779	49
Tacoma	Wash.	31,023	69
Tampa	Fla.	31,563	68
Terre Haute	Ind.	19,894	108
Toledo	Ohio	75,148	35
Topeka	Kans.	17,331	127
Trenton	N. J.	26,332	82
Tucson	Ariz.	14,575	149
Tulsa	Okla.	35,544	60
Union City	N. J.	14,534	151
Utica	N. Y.	12,985	172
Waco	Texas	15,625	142
Warren	Ohio	10,575	194
Washington	D. C.	166,526	16
Waterbury	Conn.	13,811	164
Waterloo	Iowa	18,450	117
Wheeling	W. Va.	20,476	103
White Plains	N. Y.	12,161	176
Wichita	Kans.	29,789	78
Wichita Falls	Texas	11,693	181
Wilkes-Barre	Pa.	29,015	74
Wilmington	Del.	16,518	136
Winston-Salem	N. C.	18,179	119
Worcester	Mass.	33,659	64
Yakima	Wash.	12,986	171
York	Pa.	14,404	154
Youngstown	Ohio	39,850	54
Total Above Cities		11,760,186	
% of U. S. A.		68.9941	

Editor's Note: About one-quarter of the syndicate mail order sales are credited to Chicago.



A new technique in Journalism

"AUTHORIZED INTERVIEWS" with leaders of Business, Labor and Government, held in our news rooms in Washington, strike a new note in news magazine publishing.

Unlike the conventional press conference which covers many subjects, this new technique of the AUTHORIZED INTERVIEW concentrates on a *single* subject. It is a give-and-take discussion among the senior editors of U.S.NEWS & WORLD REPORT and a top authority.

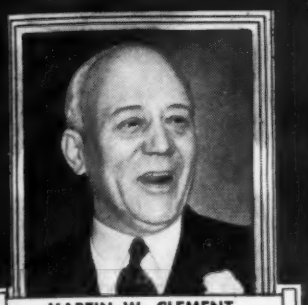
In the interest of accuracy, a transcript is submitted to protect persons interviewed against stenographic errors, and to assure that it is 100 per cent authorized.

An important part of this technique is to make available to the press the entire text of each interview for simultaneous publication with us. Many newspapers as well as the wire services have taken advantage of this unique news service by publishing these exclusive AUTHORIZED INTERVIEWS either wholly or in part.

★

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USEFUL NEWS FOR IMPORTANT PEOPLE



MARTIN W. CLEMENT

President of the Pennsylvania Railroad details how his Road is spending $216,000,000. (Oct. 1, 1948)



ERIC JOHNSTON

Former President of the U. S. Chamber of Commerce gives his impressions of a visit to Russia to sell motion pictures. (Nov. 5, 1948)



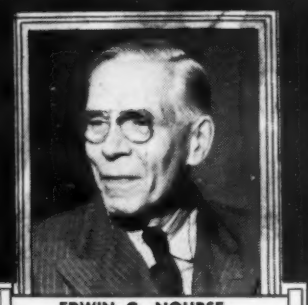
JOHN L. LEWIS

President of the United Mine Workers outlines to the editors of U.S.News & World Report his viewpoint on pensions as the next step in labor negotiations. (Nov. 19, 1948)



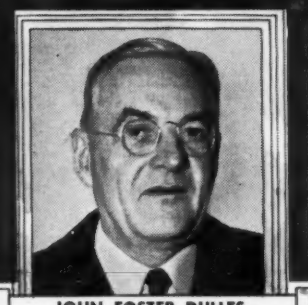
MARRINER S. ECCLES

Member of the Board of Governors, Federal Reserve System, explains his views on the outlook for American business. (Jan. 7, 1949)



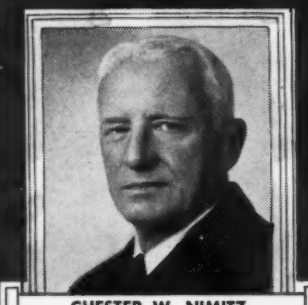
EDWIN G. NOURSE

Chairman, Council of Economic Advisers to the President, discusses "What Business and Government need to know about each other." (Dec. 31, 1948)



JOHN FOSTER DULLES

Chairman of the U. S. Delegation to the United Nations General Assembly in Paris, advocates bipartisan cooperation in foreign policy of the United States. (Jan. 21, 1949)



CHESTER W. NIMITZ

Fleet Admiral discusses the relative importance of air power, sea power, and land power. (Jan. 28, 1949)



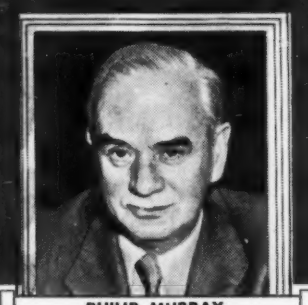
FREDERICK B. RENTSCHLER

Chairman of the Board of the United Aircraft Corp. gives his views on the future of the aircraft engine and the air power it supports. (Feb. 4. 1949)



TOM C. CLARK

Attorney General of the United States discusses the governing factors in filing suits, such as size of sales volume and price fixing. (Dec. 17, 1948)



PHILIP MURRAY

President of the CIO answers the question: "What does Labor Want?" (Nov. 26, 1948)



REESE TAYLOR

President of Union Oil Co. of California discusses the future of oil through shale deposits, and gives his views on Government plans to allocate materials. (Feb. 25, 1949)



BENJAMIN F. FAIRLESS

President of United States Steel Corporation describes conditions in the steel industry, discusses the issues that revolve around it. (Mar. 11, 1949)

★

This new technique in journalism is another reason that makes U.S.NEWS & WORLD REPORT the Number One News Magazine for the most important people in America.

U.S.News & World Report

★ *USEFUL NEWS FOR IMPORTANT PEOPLE* ★

Drug Store Sales, 200 Leading Cities

SM Estimates, 1948, for the 200 cities leading in this category

CITY	STATE	DRUG STORE SALES SM Estimates (in thousands)	Rank in Group
Akron	Ohio	9,207	84
Albany	N. Y.	4,844	98
Alhambra	Cal.	2,449	195
Allentown	Pa.	3,137	143
Amarillo	Texas	5,188	83
Anderson	Ind.	2,429	198
Ann Arbor	Mich.	3,454	129
Asheville	N. C.	3,312	138
Atlanta	Ga.	16,330	28
Atlantic City	N. J.	4,320	109
Augusta	Ga.	2,519	189
Austin	Texas	4,896	90
Bakersfield	Cal.	2,542	185
Baltimore	Md.	33,384	9
Baton Rouge	La.	5,016	87
Battle Creek	Mich.	3,016	153
Bay City	Mich.	2,787	167
Beaumont	Texas	3,515	125
Berkeley	Cal.	4,647	97
Beverly Hills	Cal.	4,745	93
Binghamton	N. Y.	2,829	164
Birmingham	Ala.	10,839	44
Boston	Mass.	28,286	14
Bridgeport	Conn.	8,041	59
Buffalo	N. Y.	16,580	27
Cambridge	Mass.	3,412	130
Camden	N. J.	2,512	190
Canton	Ohio	3,830	121
Cedar Rapids	Iowa	5,017	86
Charleston	S. C.	3,864	118
Charleston	W. Va.	3,821	122
Charlotte	N. C.	5,952	74
Chattanooga	Tenn.	5,284	82
Chester	Pa.	2,739	171
Chicago	Ill.	98,294	6
Cincinnati	Ohio	19,361	21
Cleveland	Ohio	33,098	10
Cleveland Heights	Ohio	2,855	162
Colorado Springs	Colo.	2,893	159
Columbia	S. C.	3,632	124
Columbus	Ga.	2,528	188
Columbus	Ohio	13,062	35
Corpus Christi	Texas	2,629	179
Covington	Ky.	2,585	183
Dallas	Texas	24,786	18
Davenport	Iowa	2,932	158
Dayton	Ohio	9,105	55
Dearborn	Mich.	2,673	176
Denver	Colo.	19,270	22
Des Moines	Iowa	9,972	46
Detroit	Mich.	88,561	3
Duluth	Minn.	3,927	117
Durham	N. C.	3,034	152
East Orange	N. J.	2,385	200
East St. Louis	Ill.	2,679	174
El Paso	Texas	4,814	92
Erie	Pa.	2,670	177
Evanston	Ill.	3,467	128
Evansville	Ind.	6,947	64
Flint	Mich.	8,565	57
Fort Wayne	Ind.	5,994	73
Fort Worth	Texas	14,211	31
Fresno	Cal.	4,621	99
Galveston	Texas	2,781	169
Gary	Ind.	3,852	119
Glendale	Cal.	4,744	94
Grand Rapids	Mich.	11,057	41
Green Bay	Wis.	2,748	170
Greensboro	N. C.	3,099	146
Greenville	S. C.	3,257	139
Harrisburg	Pa.	5,576	78
Hartford	Conn.	7,653	60
Hempstead Township	N. Y.	9,912	47
Houston	Texas	24,354	19
Huntington	W. Va.	3,007	154
Indianapolis	Ind.	30,959	12
Inglewood	Cal.	2,449	195
Jackson	Mich.	2,887	160
Jackson	Miss.	3,993	115
Jacksonville	Fla.	10,843	45
Jersey City	N. J.	7,116	63
Joliet	Ill.	2,607	181
Kalamazoo	Mich.	4,547	102
Kansas City	Kans.	6,343	69
Kansas City	Mo.	38,603	7
Kenosha	Wis.	2,512	190
Knoxville	Tenn.	6,256	72
Lafayette	Ind.	2,601	182
Lakewood	Ohio	2,700	172
Lancaster	Pa.	2,785	168
Lansing	Mich.	5,622	77
Lawrence	Mass.	2,549	184
Lexington	Ky.	5,285	81
Lincoln	Neb.	4,321	108
Little Rock	Ark.	6,313	70
Long Beach	Cal.	13,162	33
Los Angeles	Cal.	93,206	2
Louisville	Ky.	18,682	23
Lubbock	Texas	4,335	106
Lynn	Mass.	2,983	155
Macon	Ga.	2,657	178
Madison	Wis.	6,541	66
Memphis	Tenn.	16,080	29
Miami	Fla.	16,622	26
Miami Beach	Fla.	4,994	89
Milwaukee	Wis.	28,967	13
Minneapolis	Minn.	25,133	16
Mobile	Ala.	6,478	68
Montgomery	Ala.	3,093	147
Muncie	Ind.	2,498	193
Muskegon	Mich.	3,211	142
Nashville	Tenn.	9,547	51
New Bedford	Mass.	3,117	145
New Haven	Conn.	7,498	61
New Orleans	La.	24,994	17
Newark	N. J.	13,920	32
Newton	Mass.	2,490	194
New York City	N. Y.	178,947	1
Niagara Falls	N. Y.	2,539	188
Norfolk	Va.	9,651	49
Oakland	Cal.	16,697	25
Oak Park	Ill.	3,049	150
Oklahoma City	Okla.	14,997	30
Omaha	Neb.	11,638	38
Orlando	Fla.	3,323	136
Pasadena	Cal.	6,275	71
Paterson	N. J.	3,850	120
Pawtucket	R. I.	2,849	163
Peoria	Ill.	5,009	88
Philadelphia	Pa.	57,232	4
Phoenix	Ariz.	9,317	53
Pittsburgh	Pa.	25,598	15
Pontiac	Mich.	3,051	149
Portland	Maine	3,320	137
Portland	Ore.	17,521	24
Portsmouth	Va.	2,419	199
Providence	R. I.	9,810	48
Quincy	Mass.	2,801	166
Racine	Wis.	3,382	132
Raleigh	N. C.	3,514	126
Reading	Pa.	3,685	123
Richmond	Cal.	3,135	144
Richmond	Va.	13,127	34
Roanoke	Va.	3,970	116
Rochester	N. Y.	10,993	42
Rockford	Ill.	4,064	112
Sacramento	Cal.	8,248	58
Saginaw	Mich.	4,614	100
St. Joseph	Mo.	5,770	75
St. Louis	Mo.	33,925	8
St. Paul	Minn.	12,546	37
St. Petersburg	Fla.	10,972	43
Salt Lake City	Utah	8,674	56
San Antonio	Texas	11,172	39
San Bernardino	Cal.	2,804	165
San Diego	Cal.	11,101	40
San Francisco	Cal.	31,301	11
San Jose	Cal.	4,732	95
Santa Ana	Cal.	2,532	187
Santa Monica	Cal.	4,438	104
Savannah	Ga.	3,213	141
Schenectady	N. Y.	3,367	135
Scranton	Pa.	2,975	157
Seattle	Wash.	21,826	20
Shreveport	La.	7,358	62
Sioux City	Iowa	4,015	113
Sioux Falls	S. D.	2,505	192
South Bend	Ind.	5,133	84
Spokane	Wash.	6,482	67
Springfield	Ill.	4,331	107
Springfield	Mass.	5,728	76
Springfield	Mo.	4,670	96
Springfield	Ohio	2,678	175
Stockton	Cal.	2,979	156
Syracuse	N. Y.	6,854	65
Tacoma	Wash.	4,843	91
Tampa	Fla.	5,313	80
Terre Haute	Ind.	3,486	127
Toledo	Ohio	12,807	36
Topeka	Kans.	5,435	79
Trenton	N. J.	4,444	103
Tucson	Ariz.	5,042	85
Tulsa	Okla.	9,579	50
Tyler	Texas	2,697	173
Upper Darby	Pa.	4,005	114
Waco	Texas	3,224	140
Washington	D. C.	44,160	5
Waterbury	Conn.	4,124	110
Waterloo	Iowa	3,075	148
West Palm Beach	Fla.	3,376	133
Wheeling	W. Va.	2,857	161
Wichita	Kans.	9,404	52
Wichita Falls	Texas	2,620	180
Wilkes-Barre	Pa.	3,044	151
Wilmington	Del.	4,105	111
Winston-Salem	N. C.	3,385	131
Worcester	Mass.	4,614	100
Yakima	Wash.	2,432	197
Yonkers	N. Y.	3,371	134
Youngstown	Ohio	4,404	105
Total Above Cities		1,935,981	
% of U. S. A.		52.2996	

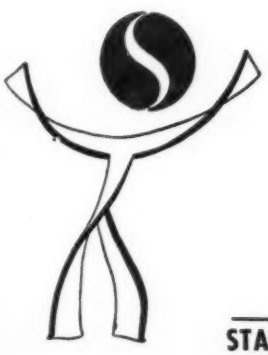
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Larry Meyer

LARRY MEYER
Advertising Manager
INTERNATIONAL CELLUCOTTON PRODUCTS CO.



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America's First Service Magazine

Better Homes and Gardens

CIRCULATION OVER 3,000,000

It Serves
So It Screens
So It Sells

Furn.— Household— Radio Sales, 200 Leading Cities

SM Estimates, 1948, for the 200 cities leading in this category

CITY	STATE	FURN.-HOUSE-RADIO STORE SALES SM Estimates (in thousands)	Rank in Group
Akron	Ohio	18,419	50
Albany	N. Y.	13,634	69
Albuquerque	N. M.	8,536	115
Alhambra	Cal.	4,714	196
Allentown	Pa.	13,161	74
Alton	Ill.	4,796	189
Altoona	Pa.	8,353	117
Amarillo	Texas	6,439	143
Anderson	Ind.	5,423	174
Asheville	N. C.	7,301	132
Atlantic City	N. J.	4,702	199
Atlanta	Ga.	40,966	21
Augusta	Ga.	6,239	149
Bakersfield	Cal.	7,553	127
Baltimore	Md.	67,378	9
Baton Rouge	La.	10,417	93
Battle Creek	Mich.	5,580	168
Bay City	Mich.	5,786	159
Beaumont	Texas	8,298	118
Berkeley	Cal.	6,022	155
Bethlehem	Pa.	4,680	200
Beverly Hills	Cal.	8,023	123
Binghamton	N. Y.	8,080	122
Birmingham	Ala.	39,723	22
Boston	Mass.	58,479	11
Bridgeport	Conn.	12,722	78
Brockton	Mass.	5,511	169
Buffalo	N. Y.	34,811	26
Cambridge	Mass.	6,488	141
Camden	N. J.	16,708	54
Canton	Ohio	13,390	72
Cedar Rapids	Iowa	8,629	112
Charleston	W. Va.	13,763	67
Charlotte	N. C.	17,297	53
Chattanooga	Tenn.	24,837	35
Chester	Pa.	8,576	114
Chicago	Ill.	229,961	2
Cincinnati	Ohio	38,964	23
Cleveland	Ohio	76,487	8
Columbus	Ohio	33,143	27
Corpus Christi	Texas	5,794	158
Covington	Ky.	4,779	191
Cumberland	Md.	5,485	170
Dallas	Texas	38,762	24
Dayton	Ohio	22,518	41
Dearborn	Mich.	4,824	188
Denver	Colo.	32,986	28
Des Moines	Iowa	23,630	40
Detroit	Mich.	140,640	4
Duluth	Minn.	7,798	126
East St. Louis	Ill.	11,122	91
Easton	Pa.	6,074	152
Elizabeth	N. J.	10,162	98
Elmira	N. Y.	5,413	177
Erie	Pa.	11,303	89
Eugene	Ore.	5,757	161
Evanston	Ill.	6,167	151
Evansville	Ind.	12,369	80
Fall River	Mass.	8,828	111
Flint	Mich.	19,341	47
Fort Wayne	Ind.	8,870	110
Fort Worth	Texas	19,300	48
Fresno	Cal.	14,491	64
Gadsden	Ala.	6,192	150
Galveston	Texas	6,074	152
Gary	Ind.	8,146	121
Glendale	Cal.	9,533	105
Grand Rapids	Mich.	20,993	44
Green Bay	Wis.	4,704	198
Greensboro	N. C.	9,241	108
Greenville	S. C.	12,210	81
Hackensack	N. J.	5,323	178
Hamtramck	Mich.	6,286	148
Harrisburg	Pa.	14,449	65
Hartford	Conn.	19,197	49
Hempstead Township	N. Y.	5,665	164
Houston	Texas	61,201	10
Indianapolis	Ind.	38,128	25
Jackson	Mich.	6,753	137
Jackson	Miss.	9,352	107
Jacksonville	Fla.	24,322	37
Jersey City	N. J.	19,462	46
Johnstown	Pa.	6,760	136
Joliet	Ill.	5,418	175
Kalamazoo	Mich.	9,886	103
Kansas City	Kans.	11,943	84
Kansas City	Mo.	43,359	20
Lancaster	Pa.	6,631	139
Lansing	Mich.	11,504	87
Lawrence	Mass.	5,692	163
Lexington	Ky.	8,600	113
Little Rock	Ark.	14,319	66
Long Beach	Cal.	24,351	36
Los Angeles	Cal.	221,805	3
Louisville	Ky.	28,804	30
Lynchburg	Va.	4,737	194
Lynn	Mass.	5,642	166
Madison	Wis.	9,893	102
Manchester	N. H.	6,028	154
McKeesport	Pa.	7,852	125
Miami	Fla.	27,758	31
Milwaukee	Wis.	57,822	12
Minneapolis	Minn.	48,827	16
Mobile	Ala.	15,049	62
Monroe	La.	4,933	186
Montgomery	Ala.	9,954	99
Mt. Vernon	N. Y.	4,783	190
Muncie	Ind.	5,744	162
Muskegon	Mich.	6,705	138
Nashville	Tenn.	21,248	43
Newark	N. J.	46,335	18
New Bedford	Mass.	6,533	140
New Britain	Conn.	5,805	157
New Brunswick	N. J.	5,133	183
New Haven	Conn.	18,205	51
New Orleans	La.	47,355	17
New York City	N. Y.	485,816	1
Newport News	Va.	5,590	167
Norfolk	Va.	16,233	57
Oakland	Cal.	51,222	14
Orlando	Fla.	7,353	130
Pasadena	Cal.	16,554	55
Passaic	N. J.	11,407	88
Paterson	N. J.	15,842	58
Pawtucket	R. I.	6,430	144
Pensacola	Fla.	5,783	160
Peoria	Ill.	15,344	61
Perth Amboy	N. J.	4,731	195
Philadelphia	Pa.	115,384	5
Phoenix	Ariz.	15,760	59
Pittsburgh	Pa.	57,547	13
Pontiac	Mich.	9,567	104
Port Arthur	Texas	8,207	119
Portland	Maine	10,239	97
Portland	Ore.	30,597	29
Portsmouth	Va.	4,753	193
Providence	R. I.	25,152	34
Pueblo	Colo.	5,150	181
Racine	Wis.	5,418	175
Raleigh	N. C.	7,942	124
Reading	Pa.	13,686	68
Richmond	Va.	25,791	33
Riverside	Cal.	5,470	172
Roanoke	Va.	11,580	86
Rochester	N. Y.	23,739	39
Rockford	Ill.	9,915	101
Sacramento	Cal.	18,179	52
Saginaw	Mich.	5,838	156
St. Joseph	Mo.	9,373	106
St. Louis	Mo.	83,227	7
St. Paul	Minn.	22,184	42
St. Petersburg	Fla.	7,444	129
Salt Lake City	Utah	24,136	38
San Bernardino	Cal.	8,372	116
San Diego	Cal.	27,152	32
San Francisco	Cal.	95,932	6
San Jose	Cal.	13,152	75
Santa Ana	Cal.	7,114	133
Santa Barbara	Cal.	5,138	182
Santa Monica	Cal.	6,445	142
Schenectady	N. Y.	5,476	171
Seattle	Wash.	45,178	19
Shreveport	La.	13,552	70
Sioux City	Iowa	4,961	185
Sioux Falls	S. D.	5,214	180
South Bend	Ind.	12,102	82
Spartanburg	S. C.	7,063	134
Spokane	Wash.	12,924	76
Springfield	Ill.	13,246	73
Springfield	Mass.	14,847	63
Springfield	Ohio	5,424	173
Stamford	Conn.	4,769	192
Stockton	Cal.	10,313	95
Syracuse	N. Y.	13,518	71
Tacoma	Wash.	9,938	100
Tampa	Fla.	12,795	77
Terre Haute	Ind.	6,294	147
Toledo	Ohio	20,772	45
Trenton	N. J.	11,734	85
Troy	N. Y.	6,414	145
Tulsa	Okla.	15,756	60
Union City	N. J.	5,664	165
Utica	N. Y.	7,333	131
Waco	Texas	4,714	196
Washington	D. C.	49,743	15
Waterbury	Conn.	8,206	120
Waterloo	Iowa	6,969	135
West Palm Beach	Fla.	10,250	96
Wheeling	W. Va.	9,073	109
White Plains	N. Y.	4,856	187
Wichita	Kans.	16,357	56
Wichita Falls	Texas	5,097	184
Wilkes-Barre	Pa.	10,534	92
Wilmington	Del.	12,091	83
Winston-Salem	N. C.	10,314	94
Worcester	Mass.	12,553	79
Yakima	Wash.	5,221	179
Yonkers	N. Y.	6,378	146
York	Pa.	7,456	128
Youngstown	Ohio	11,198	90
Total Above Cities		4,211,231	
% of U. S. A.		61.0959	

Summary of Data For Metropolitan County Areas

For several years this Survey of Buying Power has supplied Summary Data for the 137 metropolitan county areas set up by the Bureau of the Census, and made up of cities of 50,000 and over and the counties which they dominate. An additional area, Greensboro, N. C., was added to this list, and SM has also followed the modification made by the J. Walter Thompson Company in the addition of 15 counties to the grand total. A second addition was made in 1948 by authority of the Bureau of the Census after a Special Census in Muskegon, Mich., proved that the population had gone over the 50,000 mark. There now are 139 such areas.

In the case of multiple-city metropolitan county areas, figures are given for the first city named in the official Census designation. Cross references are given for 23 cities which belong in such multiple areas as, for example, Ashland, Ky., where figures appear under Huntington, W. Va.

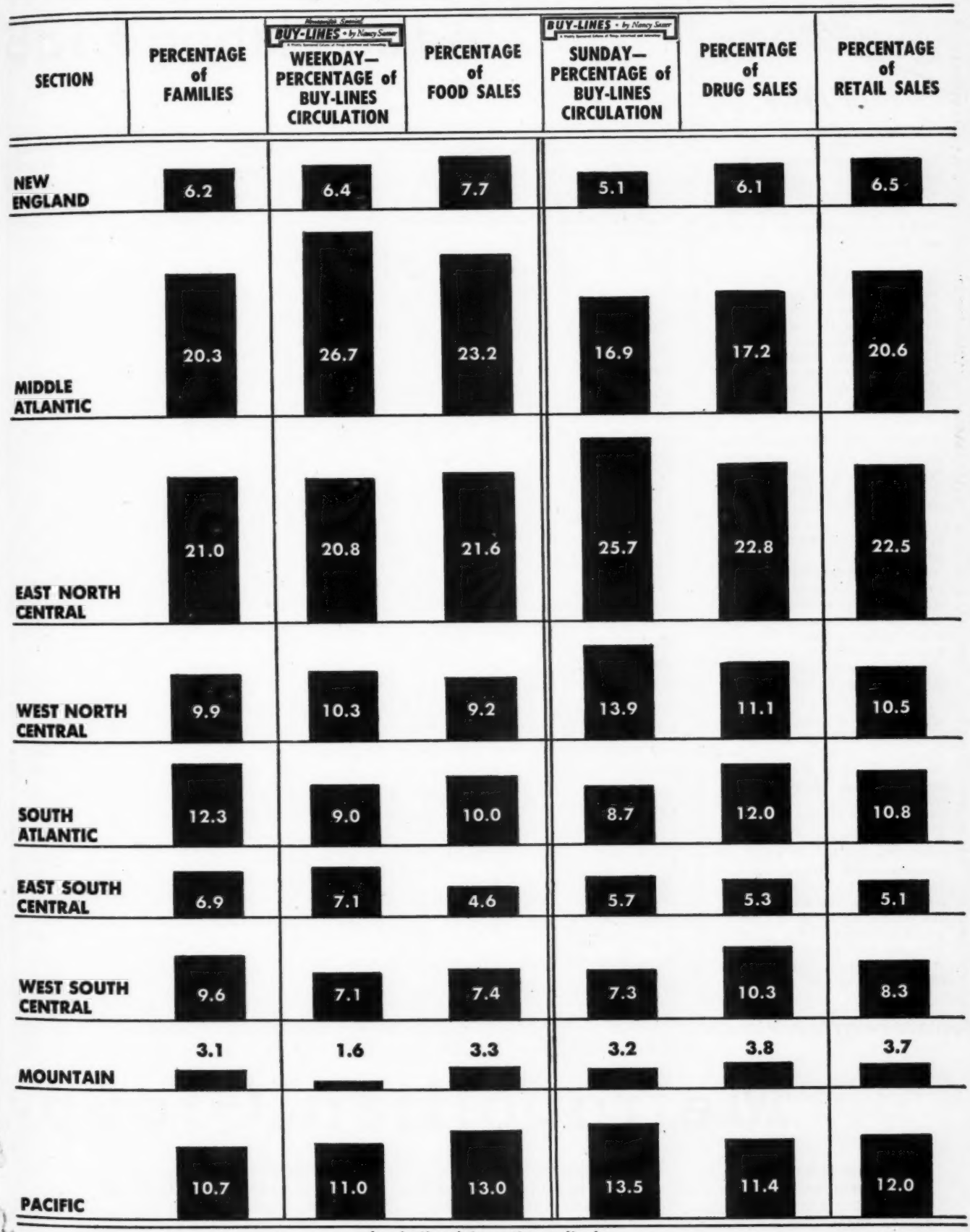
Totals shown are for the COUNTIES mentioned in parentheses following city names. Note that metropolitan county areas differ from "metropolitan districts" as defined by Census. These "districts," which break county lines, are on a *township* basis.

In the current Survey SM has added, on its own authority, 39 additional cities which, on the basis of current population estimates, have now gone over the qualifying 50,000 population mark, and which seem sufficiently dominating in the county of which they are a part to qualify as a metropolitan county area. SM predicts that most, if not all, of these areas will be accepted as metropolitan county areas by the Bureau of the Census after 1950, but in the meantime it seems only fair to separate these from the official Washington list. Figures for these new areas follow immediately the regularly accepted metropolitan county areas.

	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						EFFECTIVE BUYING INCOME—1948 SM ESTIMATES				SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (In thousands of dollars)									
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	% of U.S.A. Potential	Quality of Market Index
1. Akron (Portage and Summit Cos. Ohio)	477.6	.3261	136.4	457,398	.3504	121,658	80,039	11,359	22,606	737,063	.3902	1,543	5,404	.3654	112
2. Albany-Schenectady-Troy (Albany, Rensselaer and Schenectady Cos., N. Y.)	497.0	.3393	150.8	515,216	.3945	121,076	111,959	11,031	28,036	771,500	.4083	1,552	5,116	.3902	115
3. Allentown-Bethlehem-Easton (Lehigh and Northampton Cos., Pa.; Warren Co., N. J.)	444.7	.3035	125.3	389,674	.2986	108,451	47,590	8,137	29,019	618,655	.3276	1,391	4,937	.3140	103
4. Altoona (Blair Co., Pa.)	152.9	.1043	42.8	121,821	.0933	39,126	19,323	2,763	9,832	172,777	.0915	1,130	4,056	.0948	91
5. Amarillo (Potter Co., Texas)	87.0	.0593	26.5	109,092	.0835	20,237	12,007	5,188	6,439	122,368	.0647	1,407	4,618	.0693	117
6. Asheville (Buncombe Co., N. C.)	116.4	.0795	31.7	110,054	.0843	24,577	17,769	3,816	7,348	164,780	.0872	1,416	5,198	.0848	107
Ashland, Ky. (See Schedule 55)															
7. Atlanta (DeKalb and Fulton Cos., Ga.)	573.2	.3913	168.1	693,795	.5315	120,245	191,787	22,478	42,441	798,881	.4229	1,394	4,752	.4491	115†
8. Atlantic City (Atlantic Co., N. J.)	133.5	.0911	42.3	158,303	.1212	43,142	13,879	5,042	5,903	201,610	.1067	1,510	4,766	.1079	118
9. Augusta (Richmond Co., Ga.)	98.4	.0672	28.1	91,312	.0699	18,833	15,329	2,519	6,239	100,466	.0531	1,021	3,575	.0610	91
10. Austin (Travis Co., Texas)	151.8	.1037	44.6	152,330	.1167	31,890	18,603	4,939	9,873	200,091	.1059	1,318	4,486	.1087	105
11. Baltimore (Baltimore City, Anne Arundel and Baltimore Cos., Md.)	1,261.7	.8612	348.4	1,270,376	.9731	333,473	250,434	37,659	70,086	1,922,093	1.0175	1,523	5,517	.9728	113
Bay City, Mich. (See Schedule 101)															
12. Beaumont-Port Arthur (Jefferson Co., Texas)	224.0	.1529	63.8	206,733	.1598	42,307	28,428	6,352	16,824	304,720	.1613	1,360	4,776	.1592	104
Bethlehem, Pa. (See Schedule 3)															
13. Binghamton (Broome Co., N. Y.)	179.9	.1228	51.4	160,543	.1229	38,887	24,729	4,019	9,608	251,680	.1332	1,399	4,896	.1280	104
14. Birmingham (Jefferson Co., Ala.)	535.1	.3652	148.7	543,888	.4165	105,404	72,308	13,243	43,786	671,418	.3554	1,255	4,515	.3757	103
15. Boston (Essex, Middlesex, Norfolk, Plymouth and Suffolk Cos., Mass.)	3,078.2	2.1012	846.2	2,809,987	2.1524	807,502	411,837	80,395	128,776	4,333,775	2.2943	1,408	5,121	2.2131	105
16. Bridgeport (Fairfield Co., Conn.)	503.2	.3434	141.3	517,836	.3966	143,858	45,288	13,558	25,904	883,437	.4677	1,756	6,252	.4215	123
17. Buffalo-Niagara Falls (Erie and Niagara Cos., N. Y.)	1,070.2	.7306	296.5	933,948	.7154	237,605	170,795	23,375	44,024	1,530,694	.8103	1,430	5,163	.7659	105
18. Canton (Stark Co., Ohio)	284.9	.1944	81.4	275,070	.2107	69,995	37,961	6,162	19,553	412,535	.2184	1,448	5,068	.2113	109
19. Cedar Rapids (Linn Co., Iowa)	101.2	.0691	31.7	137,536	.1053	24,461	21,606	5,387	9,047	173,254	.0917	1,712	5,465	.0913	132
20. Charleston (S. C.) (Charleston Co., S. C.)	177.2	.1211	51.9	116,756	.0894	27,041	15,056	3,985	11,032	219,019	.1159	1,236	4,220	.1089	90
21. Charleston (W. Va.) (Kanawha Co., W. Va.)	250.0	.1708	63.3	190,082	.1456	42,142	27,425	4,744	14,360	303,250	.1605	1,213	4,791	.1581	93
22. Charlotte (Mecklenburg Co., N. C.)	175.0	.1195	48.2	196,974	.1508	33,680	34,989	6,186	17,297	265,750	.1407	1,519	5,752	.1396	117
23. Chattanooga (Hamilton Co., Tenn.; Walker Co., Ga.)	231.9	.1583	62.8	214,858	.1645	52,963	26,724	6,062	25,319	287,618	.1522	1,240	4,580	.1572	99
24. Chicago (Cook, Du Page and Lake Cos., Ill.; Lake Co., Ind.)	5,146.7	3.5133	1,507.5	5,594,130	4.2849	1,142,533	1,067,769	173,859	277,855	9,098,302	4.8163	1,768	6,035	4.3963	125
25. Cincinnati (Hamilton Co., Ohio; Dearborn Co., Ind.; Campbell and Kenton Cos., Ky.)	935.7	.6388	290.5	960,590	.7358	256,774	126,636	27,694	51,136	1,518,442	.8037	1,623	5,227	.7501	117
26. Cleveland (Lake and Cuyahoga Cos., Ohio)	1,490.1	1.0172	438.3	1,603,648	1.2283	405,397	295,587	46,135	84,155	2,584,656	1.3682	1,735	5,897	1.2559	123
27. Columbia (Richland Co., S. C.)	132.0	.0901	36.6	121,518	.0930	21,179	16,067	3,730	9,278	165,216	.0821	1,176	4,241	.0870	97
28. Columbus (Ga.) (Muscogee Co., Ga.; Russell Co., Ala.)	147.8	.1008	40.4	112,351	.0862	25,454	14,589	2,950	7,687	134,405	.0712	909	3,327	.0816	81
29. Columbus (Ohio) (Franklin Co., Ohio)	468.2	.3196	137.9	542,792	.4157	123,572	81,585	15,516	33,716	729,756	.3864	1,559	5,292	.3818	119
30. Corpus Christi (Nueces Co., Texas)	161.0	.1099	46.0	124,254	.0952	20,106	7,965	3,023	5,851	186,864	.0683	1,036	3,627	.0947	86
Council Bluffs, Iowa (See Schedule 85)															
31. Dallas (Dallas Co., Texas)	560.0	.3822	169.7	799,204	.6121	143,101	180,935	27,490	39,164	935,120	.4951	1,670	5,510	.5075	133
32. Davenport-Rock Island-Moline (Scott Co., Iowa; Rock Island Co., Ill.)	231.9	.1582	71.9	252,403	.1934	55,613	39,577	8,208	15,575	409,301	.2167	1,765	5,693	.1980	125
33. Dayton (Montgomery Co., Ohio)	372.0	.2539	109.6	385,595	.2953	92,593	63,540	10,753	23,493	565,112	.2991	1,519	5,156	.2889	114
34. Decatur (Macon Co., Ill.)	98.4	.0658	29.6	101,759	.0779	21,516	17,156	2,409	4,917	144,600	.0766	1,500	4,885	.0748	114
35. Denver (Arapahoe, Denver and Jefferson Cos., Colo.)	476.9	.3255	162.6	664,667	.5091	124,395	133,713	20,609	34,742	778,719	.4123	1,633	5,103	.4240	130
36. Des Moines (Polk Co., Iowa)	218.9	.1495	68.4	309,096	.2368	58,476	54,793	10,327	23,689	389,404	.2063	1,779	5,693	.2041	137
37. Detroit (Macomb, Oakland and Wayne Cos., Mich.)	3,044.8	2.0783	839.3	3,426,299	2.6245	716,968	488,780	114,748	180,229	4,616,374	2.4436	1,516	5,500	2.4249	117

† The "Quality of Market Index" for the Atlanta Metropolitan County Area, on page 440, is incorrectly listed as 78. It should be 115.

BUY-LINES CIRCULATION {Weekday — 14,988,851 / Sunday — 15,695,068} **CLOSELY PARALLELS RETAIL SALES**



for further information write to

BUY-LINES ◆ ◆ *by Nancy Sasser*

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in brief . . .

1. A TRULY NATIONAL NETWORK of *independently* edited color comics sections of the nation's strongest newspapers — the same time-tested papers you'll find on most one-paper lists.

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6. MERCHANDISABILITY of Metro Group Comics is well known to many top-flight national advertisers. Skilled MG representatives collaborate in the vital business of dramatizing this great medium within advertisers' sales organizations and out around the country in distributive channels. Ask any MG office for details.

Metropolitan County Areas (Ranked by 1948 Retail Sales)	% COVERAGE METRO COMICS (41 Papers)*	% COVERAGE METRO MAGAZINES (23 Papers)*
Total — 138 Markets	56%	48%
New York—N. E. New Jersey	74%	74%
Chicago	72	72
Los Angeles	56	50
Detroit	58	58
Philadelphia	79	79
Boston	47	47
San Francisco—Oakland	50	2
Pittsburgh	63	63
St. Louis	53	53
Cleveland	83	83
Minneapolis—St. Paul	100†	100†
Baltimore	82	82
Washington, D. C.	65	63
Milwaukee	94	94
Kansas City (Mo.)—Kansas City (Kan.)	2	2
Cincinnati	74	74
Seattle	71	70
Buffalo—Niagara Falls	86	86
Houston	1	1
Dallas	55	2
Portland (Ore.)	52	1
Providence	95	95
Atlanta	76	76
Denver	—	—
Indianapolis	85	85
New Orleans	100†	28
Hartford—New Britain	29	29
Louisville	2	2
Birmingham	2	2
Columbus (Ohio)	93	5
New Haven—Waterbury	33	33
Bridgeport	54	54
Miami	5	5
San Diego	76	18

Metropolitan County Areas (Ranked by 1948 Retail Sales)	% COVERAGE METRO COMICS (41 Papers)*	% COVERAGE METRO MAGAZINES (23 Papers)*
Albany—Schenectady—Troy	46	46
Scranton—Wilkes-Barre	52	52
Memphis	2	2
Youngstown	19	19
Rochester	100†	10
Akron	22	22
Worcester	19	19
Springfield—Holyoke (Mass.)	100	100
Norfolk—Portsmouth—Newport News	26	26
Fort Worth	5	3
Omaha—Council Bluffs	96	8
Toledo	11	11
San Antonio	67	1
Richmond	9	9
Allentown—Bethlehem—Easton	54	54
Dayton	13	12
Tampa—St. Petersburg	7	7
Oklahoma City	2	1
Grand Rapids	14	14
Salt Lake City	88	—
Nashville	3	3
Phoenix	70	5
Des Moines	100†	100†
Sacramento	84	1
Syracuse	54	54
Fresno	66	5
Jacksonville	7	7
San Jose	18	1
Duluth—Superior	25	25
Fall River—New Bedford	35	35
Flint	13	13
Wichita	3	3
Canton	34	34
Spokane	81	1

Metropolitan Group·

*ATLANTA JOURNAL
*BALTIMORE SUN
*BOSTON GLOBE
*and/or HERALD
*BUFFALO COURIER-EXPRESS
CHARLOTTE OBSERVER
*CHICAGO TRIBUNE
and/or SUN & TIMES
*CINCINNATI ENQUIRER
*CLEVELAND PLAIN DEALER
COLUMBUS DISPATCH
DALLAS NEWS
*DES MOINES REGISTER
*DETROIT NEWS
*and/or FREE PRESS
FRESNO BEE
*INDIANAPOLIS STAR
LONG BEACH PRESS-TELEGRAM
*LOS ANGELES TIMES
*MILWAUKEE JOURNAL
*MINNEAPOLIS TRIBUNE
NEW ORLEANS TIMES-PICAYUNE & STATES
*NEW YORK NEWS
and/or HERALD TRIBUNE

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New York • MUrray Hill 7-5200 Chicago • WHitehall 4-2280 Detroit

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Metropolitan Areas?

Metropolitan County Areas (Ranked by 1948 Retail Sales)	% COVERAGE METRO COMICS (41 Papers)*	% COVERAGE METRO MAGAZINES (23 Papers)*
Tulsa	2	2
Davenport—Rock Island—Moline	64	64
Tacoma	84	17
Peoria	16	16
Saginaw—Bay City	11	11
Trenton	75	75
Wilmington	72	72
Stockton	14	2
Reading	42	42
Little Rock	3	3
Knoxville	4	4
Utica—Rome	36	36
Chattanooga	6	6
Beaumont—Port Arthur	5	4
Lansing	16	16
South Bend	24	24
Lancaster	25	25
Madison	40	40
Charlotte	99	12
Harrisburg	51	51
Racine—Kenosha	55	55
Charleston (W. Va.)	8	8
Fort Wayne	10	10
Portland (Me.)	15	15
Wheeling	25	24
Mobile	8	7
Shreveport	6	4
Evansville	10	10
Erie	24	24
Greensboro	14	13
Johnstown	41	41
Huntington—Ashland	17	15
Rockford	35	35
York	41	41
Binghamton	63	63
Atlantic City	98	98
El Paso	3	3

Metropolitan County Areas (Ranked by 1948 Retail Sales)	% COVERAGE METRO COMICS (41 Papers)*	% COVERAGE METRO MAGAZINES (23 Papers)*
Austin	13	2
Topeka	4	4
Manchester	26	26
Sioux City	42	41
Kalamazoo	18	18
Lincoln	30	7
Cedar Rapids	49	49
Savannah	20	20
Springfield (Ill.)	20	20
Roanoke	29	29
Montgomery	6	6
Jackson	9	4
Waterloo	64	64
Hamilton—Middletown	38	37
Corpus Christi	15	7
Altoona	48	48
Columbia (S. C.)	14	12
Winston-Salem	15	14
Charleston (S. C.)	11	11
Galveston	13	12
St. Joseph	4	4
Columbus (Ga.)	20	20
Ashville	11	9
Amarillo	7	7
Terre Haute	13	13
Springfield (Mo.)	4	4
Waco	8	4
Springfield (Ohio)	11	7
Macon	27	27
Decatur (Ill.)	24	24
Durham	10	8
Augusta	23	23
Pueblo	2	2

*Circulations of alternate papers are not included in this breakdown.

†In some cases, the ratio of circulations delivered in a community to estimated total families, may exceed 100%. Such cases are marked (100†).

SOURCE: Circulation figures based on A.B.C. Audit Reports current 7/1/48.

Metro Sunday *Magazine* Group

in brief . . .

EDITORIAL—People can't resist the picture-story technique because it's next best to seeing the real thing. Metro Group is built on this inherent *natural interest.*

Moreover, Metro gives you *greater depth* of reader interest because each section is *locally edited* to local and sectional interests. Ask any Metro office for a brochure demonstration.

READERSHIP — 9 out of 10 readers — men, women and teen-agers — turn to these locally edited Sunday Picture Magazines and give them *the highest average inside page readership of anything in print.* Ask any Metro office for the data.

COVERAGE — A total audience of 38,000,000 readers in 15,000,000 families, coast to coast — peaking up in the nation's 138 metropolitan county areas accounting for 64% of all retail sales. **EXAMPLES:** 72% family coverage in Chicago area; 82% in Baltimore; 79% in Philadelphia; 83% in Cleveland; 94% in Milwaukee; 86% in Buffalo; 74% in New York; 63% in Pittsburgh area, etc.

Based on yardstick of **CORPORATE CITIES,** 70% coverage of all families in 18 top cities yielding 26% of all retail sales; 52% in 112 top cities accounting for 44% of retail sales; 48% in 1,276 cities of 10,000 or more where 72% of all retail sales are made. Plus 4,000,000 families in prosperous small-town America! Ask any Metro office for comprehensive coverage data.

FLEXIBILITY — You may pick and choose these Sunday Picture Magazines — from 10 to 23 publishing cities — to fit your distribution pattern; you may stagger insertion dates, change copy, localize dealer listings. Details upon request.

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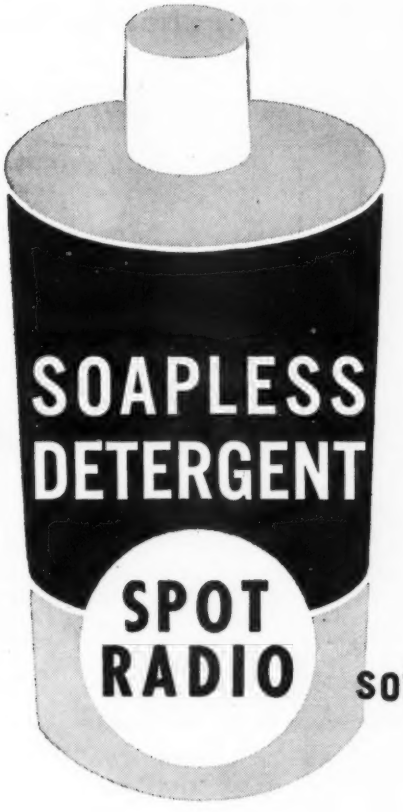
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*PHILADELPHIA *INQUIRER*
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PORTLAND OREGON *JOURNAL*
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SAN ANTONIO *EXPRESS*
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*SEATTLE *TIMES*
SPOKANE *SPOKESMAN-REVIEW*
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Summary of Data For Metropolitan County Areas — (Con't.)

	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						EFFECTIVE BUYING INCOME—1948 SM ESTIMATES				SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	% of U.S.A. Potential	Quality of Market Index
38. Duluth-Superior (St. Louis Co., Minn.; Douglas Co., Wis.)	261.7	.1786	77.5	299,648	.2219	74,999	30,700	7,222	13,792	312,471	.1654	1,194	4,032	.1850	104
39. Durham (Durham Co., N. C.) Easton, Pa. (See Schedule 3)	95.0	.0648	25.8	101,350	.0778	18,641	15,022	3,034	11,144	149,185	.0789	1,570	5,782	.0757	117
40. El Paso (El Paso Co., Texas)	171.7	.1172	48.9	156,156	.1196	29,394	29,420	5,129	11,878	212,352	.1124	1,237	4,343	.1155	99
41. Erie (Erie Co., Pa.)	209.1	.1427	60.1	178,243	.1365	45,080	24,364	3,325	12,259	293,576	.1554	1,404	4,885	.1472	103
42. Evansville (Vanderburgh Co., Ind.; Henderson Co., Ky.)	194.8	.1330	56.7	184,603	.1414	42,941	22,854	7,567	13,570	282,691	.1496	1,451	4,986	.1439	108
43. Fall River-New Bedford (Bristol Co., Mass.)	385.0	.2628	109.4	288,070	.2206	92,152	25,022	7,639	18,818	438,787	.2323	1,140	4,011	.2349	89
44. Flint (Genessee Co., Mich.)	262.9	.1795	72.8	267,914	.2205	69,320	28,329	9,820	19,558	373,581	.1978	1,421	5,132	.2010	112
45. Fort Wayne (Allen Co., Ind.)	172.4	.1176	50.3	189,840	.1454	37,075	36,788	6,050	9,049	312,148	.1652	1,811	6,206	.1496	127
46. Fort Worth (Tarrant Co., Texas)	354.8	.2420	107.5	430,999	.3301	73,975	127,208	14,704	20,574	568,069	.3007	1,602	5,284	.2977	123
47. Fresno (Fresno Co., Cal.)	280.5	.1914	79.8	303,042	.2321	81,641	32,504	6,716	17,227	360,723	.1910	1,286	4,520	.2034	120
48. Galveston (Galveston Co., Texas)	110.0	.0751	33.3	112,595	.0862	26,962	11,454	3,185	7,226	168,960	.0895	1,536	5,074	.0856	114
49. Grand Rapids (Kent Co., Mich.)	287.8	.1828	78.9	342,639	.2624	75,570	45,747	12,595	22,550	345,035	.1827	1,288	4,373	.2066	113
50. Greensboro (Guilford Co., N. C.)	175.2	.1196	45.0	173,823	.1330	34,155	25,162	5,470	14,488	240,280	.1272	1,371	5,340	.1274	107
51. Hamilton-Middletown (Butler Co., Ohio)	145.8	.0995	41.7	125,095	.0958	35,169	14,011	3,164	7,092	193,974	.1027	1,330	4,652	.1000	101
52. Harrisburg (Dauphin Co., Pa.)	206.4	.1409	59.2	192,693	.1476	43,531	29,039	6,215	16,731	313,728	.1661	1,520	5,299	.1555	110
53. Hartford-New Britain (Hartford and Middlesex Cos., Conn.) Holyoke, Mass. (See Schedule 119)	609.5	.4161	171.7	610,982	.4679	158,283	78,612	17,002	37,012	1,014,524	.5369	1,664	5,908	.4920	118
54. Houston (Harris Co., Texas)	752.4	.5136	220.9	859,844	.6586	178,717	92,966	26,438	63,486	1,246,140	.6597	1,656	5,641	.6301	123
55. Huntington-Ashland (Boyd Co., Ky.; Cabell Co., W. Va.; Lawrence Co., Ohio)	202.8	.1383	53.9	167,610	.1283	35,820	23,546	4,818	10,613	238,837	.1265	1,178	4,432	.1293	93
56. Indianapolis (Marion Co., Ind.)	547.3	.3736	170.2	655,978	.5023	139,961	129,688	32,160	38,504	1,008,127	.5337	1,842	5,923	.4923	132
57. Jackson (Hinds Co., Miss.)	128.0	.0873	35.4	131,950	.1011	21,740	21,472	4,334	9,352	185,128	.0979	1,446	5,230	.0967	111
58. Jacksonville (Duval Co., Fla.)	300.0	.2048	83.5	294,365	.2254	61,950	36,836	11,320	24,322	365,604	.1936	1,219	4,378	.2054	100
59. Johnstown (Cambria Co., Pa.)	235.2	.1605	57.1	171,766	.1316	41,736	35,665	3,086	10,072	251,899	.1333	1,071	4,412	.1382	86
60. Kalamazoo (Kalamazoo Co., Mich.)	117.0	.0799	35.6	141,876	.1087	29,698	16,785	5,270	10,342	177,957	.0942	1,521	4,999	.0957	120
61. Kansas City (Mo.)-Kansas City, Kans. (Clay and Jackson Cos., Mo.; Johnson and Wyandotte Cos., Kans.) Kenosha, Wis. (See Schedule 94)	824.3	.5627	268.5	1,025,679	.7856	183,488	191,250	47,477	58,943	1,296,776	.6865	1,573	4,830	.6915	123
62. Knoxville (Knox Co., Tenn.)	225.5	.1539	58.7	217,622	.1666	49,450	34,271	6,417	17,737	302,396	.1600	1,341	5,152	.1608	104
63. Lancaster (Lancaster Co., Pa.)	225.5	.1540	64.8	200,461	.1535	42,801	21,601	3,927	10,991	324,044	.1716	1,437	5,001	.1627	106
64. Lansing (Ingham Co., Mich.)	157.8	.1078	46.5	205,456	.1574	41,839	27,331	6,622	12,261	263,368	.1394	1,669	5,664	.1385	128
65. Lincoln (Lancaster Co., Neb.)	108.0	.0737	33.8	138,354	.1060	29,153	26,037	4,383	5,046	182,158	.0965	1,687	5,389	.0948	129
66. Little Rock (Pulaski Co., Ark.)	205.1	.1401	62.2	223,101	.1708	38,188	37,186	7,533	15,812	282,529	.1495	1,378	4,542	.1539	110
67. Los Angeles (Los Angeles and Orange Cos., Cal.)	4,027.8	2.7495	1,308.7	5,036,243	3.8575	1,279,065	536,288	158,892	346,858	6,744,461	3.5704	1,674	5,154	3.4923	127
68. Louisville (Jefferson Co., Ky.; Clark and Floyd Cos., Ind.)	566.9	.3869	169.1	545,158	.4174	125,684	71,179	20,117	31,787	810,442	.4290	1,760	4,793	.4171	108
69. Macon (Bibb Co., Ga.)	110.1	.0751	33.6	103,039	.0789	23,669	14,778	2,755	8,963	124,237	.0658	1,128	3,698	.0715	95
70. Madison (Dane Co., Wis.)	153.4	.1047	44.1	197,392	.1511	40,725	25,678	7,269	10,934	231,174	.1224	1,507	5,242	.1274	122
71. Manchester (Hillsborough Co., N. H.)	162.1	.1107	46.8	146,269	.1121	48,653	12,161	2,956	8,967	192,787	.1019	1,189	4,119	.1066	96
72. Memphis (Shelby Co., Tenn.)	420.4	.2870	127.1	498,972	.3822	86,155	138,835	16,418	24,512	603,846	.3197	1,436	4,751	.3319	116
73. Miami (Dade Co., Fla.) Middletown, Ohio (See Schedule 51)	410.0	.2800	129.7	517,808	.3965	96,867	62,200	23,570	32,244	511,190	.2705	1,247	3,941	.3102	111
74. Milwaukee (Milwaukee and Waukesha Cos., Wis.)	939.4	.6412	270.1	1,182,778	.9059	299,448	183,544	36,038	63,029	1,523,697	.8068	1,622	5,641	.8032	125
75. Minneapolis-St. Paul (Anoka, Dakota, Hennepin, Ramsey and Washington Cos., Minn.)	1,124.8	.7677	337.2	1,469,993	1.1261	322,173	316,992	40,627	75,102	1,793,232	.9493	1,595	5,318	.9661	126
76. Mobile (Mobile Co., Ala.) Moline, Ill. (See Schedule 32)	233.8	.1595	65.0	187,425	.1435	43,433	23,374	7,530	15,614	326,579	.1729	1,397	5,024	.1614	101
77. Montgomery (Montgomery Co., Ala.)	133.7	.0913	39.5	132,852	.1018	23,587	18,034	3,135	9,954	167,521	.0887	1,253	4,241	.0932	102
78. Muskegon (Muskegon Co., Mich.)	126.0	.0860	36.0	124,027	.0950	34,143	15,022	3,935	6,942	179,046	.0948	1,421	4,974	.0931	108
79. Nashville (Davidson Co., Tenn.)	293.5	.2004	83.3	313,470	.2401	67,620	44,139	10,688	22,210	400,606	.2121	1,365	4,809	.2182	109
80. New Haven-Waterbury (New Haven Co., Conn.) New Bedford, Mass. (See Schedule 43) New Britain, Conn. (See Schedule 53)	559.3	.3818	157.0	538,284	.4123	144,983	45,179	15,830	35,490	830,241	.4395	1,484	5,288	.4198	110
81. New Orleans (Jefferson, Orleans and St. Bernard Parishes, La.) Newport News, Va. (See Schedule 83)	650.4	.4441	187.9	617,595	.4730	124,641	98,777	25,717	47,679	828,250	.4386	1,273	4,408	.4499	101
82. New York-N. E. New Jersey	12,642.7	8.6303	3,618.7	12,382,973	9.4847	3,437,963	1,552,793	284,995	715,599	21,567,148	11.4171	1,706	5,960	10.2801	119
(a) (Bronx, Kings, Nassau, New York, Queens, Richmond, Rockland, and Westchester Cos., N. Y.)	9,188.5	6.2723	2,650.0	9,114,577	6.9813	2,445,034	1,230,893	211,100	530,806	16,198,296	8.5750	1,763	6,113	7.6364	122
(b) (Bergen, Essex, Hudson, Middlesex, Monmouth, Morris, Passaic, Union Cos., N. J.) Niagara Falls, N. Y. (See Schedule 17)	3,454.2	2.3580	968.7	3,268,396	2.5034	992,929	321,900	73,895	184,793	5,368,850	2.8421	1,554	5,542	2.6437	112

Reminder... for a SOAPLESS DETERGENT manufacturer:



softens up hard-water markets fast!

ASK

REPRESENTING

YOUR

LEADING

JOHN

RADIO

BLAIR

STATIONS

MAN!

It's no secret that soapless detergents work best where water is hard. *They sell best there, too.* It's no secret either that Spot Radio puts advertising to work right where it does the most good—in this case where water is *hard* and prospects are *plentiful!*

Spot Radio sells — detergents, deep-freezes, or dancing lessons—because it is *powerful* yet *flexible.* Your John Blair man knows Spot Radio . . . *and* markets, *and* merchandising. He knows how to weld all three together . . . to build a potent, *profitable* selling force that squeezes the last penny's-worth from every single advertising dollar you spend.

Ask him how Spot Radio can sell *your* product!

JOHN BLAIR & COMPANY

OFFICES IN CHICAGO • NEW YORK • DETROIT ST. LOUIS • LOS ANGELES • SAN FRANCISCO

Summary of Data For Metropolitan County Areas — (Con't.)

	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						EFFECTIVE BUYING INCOME—1948 SM ESTIMATES				SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	% of U.S.A. Potential	Quality of Market Index
83. Norfolk-Portsmouth-Newport News (Hampton, Newport News, Norfolk, Portsmouth and South Norfolk Cities; Elizabeth City, Norfolk, Princess Anne and Warwick Cos., Va.)	567.4	.3875	150.1	449,957	.3446	103,495	54,556	15,336	27,921	739,404	.3913	1,303	4,926	.3766	97
Oakland, Cal. (See Schedule 107)															
84. Oklahoma City (Oklahoma Co., Okla.)	325.5	.2222	102.5	347,000	.2658	57,504	51,837	15,304	23,615	460,411	.2438	1,414	4,492	.2461	111
85. Omaha-Council Bluffs (Douglas Co., Neb.; Pottawattamie Co., Iowa)	358.9	.2452	106.2	430,165	.3295	99,573	56,603	13,975	26,785	633,781	.3355	1,766	5,857	.3157	129
86. Peoria (Peoria and Tazewell Cos., Ill.)	229.6	.1566	71.4	247,357	.1896	60,234	32,137	6,625	18,157	379,718	.2010	1,654	5,318	.1887	120
87. Philadelphia (Bucks, Delaware, Montgomery and Philadelphia Cos., Pa.; Burlington, Camden and Gloucester Cos., N.J.)	3,456.1	2.3591	959.7	3,220,738	2.4670	839,676	629,627	87,018	168,783	5,458,149	2.8895	1,579	5,687	2.6568	113
88. Phoenix (Maricopa Co., Ariz.)	285.1	.1946	80.0	311,366	.2385	59,078	40,411	11,270	17,060	343,831	.1820	1,206	4,298	.2015	104
89. Pittsburgh (Allegheny, Beaver, Fayette, Washington and Westmoreland Cos., Pa.)	2,433.6	1.6613	646.3	2,077,976	1.5917	587,643	380,936	55,881	122,091	3,495,680	1.8504	1,436	5,409	1.7349	104
Port Arthur, Texas (See Schedule 12)															
90. Portland (Me.) (Cumberland Co., Me.)	173.9	.1188	50.3	189,718	.1453	49,429	21,367	4,603	11,395	253,284	.1342	1,456	5,035	.1345	113
91. Portland (Ore.) (Clackamas and Multnomah Cos., Ore., Clark Co., Wash.)	737.0	.5032	245.1	785,530	.6017	167,899	161,871	20,257	35,205	1,176,704	.6228	1,597	4,801	.5926	118
Portsmouth, Va. (See Schedule 83)															
92. Providence (Bristol, Kent, Newport and Providence Cos., R. I.)	717.2	.4895	202.6	694,887	.5322	194,199	76,316	19,553	42,189	1,052,684	.5573	1,468	5,196	.5362	110
93. Pueblo (Pueblo Co., Colo.)	86.0	.0587	25.1	88,935	.0682	19,660	13,278	1,802	5,150	124,788	.0660	1,451	4,972	.0652	111
94. Racine-Kenosha (Kenosha and Racine Cos., Wis.)	177.1	.1208	49.5	190,901	.1463	54,494	18,202	6,385	10,256	255,028	.1350	1,440	5,152	.1356	112
95. Reading (Berks Co., Pa.)	250.4	.1710	72.0	223,472	.1712	60,862	23,412	4,558	16,822	355,818	.1883	1,421	4,942	.1797	105
96. Richmond (Richmond City, Chesterfield and Henrico Cos., Va.)	316.9	.2163	87.1	400,720	.3070	84,986	73,994	13,445	25,952	489,711	.2487	1,482	5,393	.2597	120
97. Roanoke (Roanoke City, Roanoke Co., Va.)	119.5	.0815	31.2	134,503	.1030	27,474	17,536	4,279	11,623	174,672	.0925	1,462	5,598	.0935	115
98. Rochester (Monroe Co., N. Y.)	465.4	.3177	137.0	463,754	.3553	111,683	79,882	12,136	24,250	732,420	.3877	1,574	5,346	.3640	115
99. Rockford (Winnebago Co., Ill.)	135.4	.0925	41.6	166,321	.1275	37,958	19,576	4,212	10,109	215,963	.1144	1,595	5,191	.1140	123
Rock Island, Ill. (See Schedule 32)															
Rome, N. Y. (See Schedule 129)															
100. Sacramento (Sacramento Co., Cal.)	256.4	.1750	80.8	308,755	.2364	79,616	36,604	8,691	18,954	391,266	.2071	1,526	4,842	.2095	120
101. Saginaw-Bay City (Bay and Saginaw Cos., Mich.)	242.4	.1654	66.5	243,612	.1865	46,758	26,439	8,192	13,137	332,274	.1759	1,371	4,997	.1770	107
102. St. Joseph (Buchanan Co., Mo.)	107.2	.0732	35.0	112,364	.0861	23,575	14,312	5,852	9,373	140,540	.0744	1,311	4,015	.0777	106
103. St. Louis (St. Louis City; St. Charles and St. Louis Cos., Mo.; Madison and St. Clair Cos., Ill.)	1,677.2	1.1451	484.4	1,701,662	1.3035	383,797	235,772	50,708	112,544	2,447,951	1.2958	1,460	5,054	1.2678	111
St. Paul, Minn. (See Schedule 75)															
St. Petersburg, Fla. (See Schedule 123)															
104. Salt Lake City (Salt Lake Co., Utah)	263.0	.1796	74.0	321,955	.2466	63,207	63,118	9,614	25,258	426,317	.2257	1,621	5,761	.2228	124
105. San Antonio (Bexar Co., Texas)	422.4	.2884	124.0	402,750	.3085	82,961	55,824	11,929	12,240	607,264	.3215	1,438	4,897	.3110	108
106. San Diego (San Diego Co., Calif.)	553.6	.3779	187.2	515,657	.3949	150,239	62,061	14,880	30,257	633,318	.3353	1,144	3,383	.3617	96
107. San Francisco-Oakland (Alameda, Contra Costa, Marin, San Francisco, San Mateo and Solano Cos., Cal.)	2,186.0	1.4922	717.4	2,722,530	2.0851	745,408	322,343	67,941	179,662	3,811,993	2.0177	1,744	5,313	1.9327	130
108. San Jose (Santa Clara Co., Cal.)	263.5	.1798	82.8	293,847	.2251	80,940	32,278	7,645	16,853	353,090	.1869	1,340	4,264	.1969	110
109. Savannah (Chatham Co., Ga.)	155.2	.1060	46.0	135,536	.1039	35,149	18,392	3,213	11,183	206,136	.1091	1,328	4,481	.1068	101
Schenectady, N. Y. (See Schedule 2)															
110. Scranton-Wilkes-Barre (Lackawanna and Luzerne Cos., Pa.)	701.9	.4791	174.4	504,648	.3865	154,939	70,088	11,159	33,919	909,225	.4812	1,295	5,213	.4524	94
111. Seattle (King Co., Wash.)	679.3	.4637	235.4	956,762	.7328	195,484	160,524	24,792	47,987	1,200,964	.6358	1,768	5,102	.6305	136
112. Shreveport (Caddo Parish, La.)	168.0	.1147	49.2	186,176	.1426	34,107	21,729	8,199	13,961	240,680	.1274	1,433	4,892	.1293	113
113. Sioux City (Woodbury Co., Iowa)	105.1	.0717	30.8	141,956	.1087	27,762	26,045	4,382	5,124	195,636	.1036	1,861	6,352	.0988	138
114. South Bend (St. Joseph Co., Ind.)	195.5	.1335	55.3	205,036	.1570	50,249	29,870	6,120	13,573	291,491	.1544	1,491	5,271	.1510	113
115. Spokane (Spokane Co., Wash.)	216.2	.1475	69.3	260,199	.1993	51,640	41,908	6,848	13,012	344,513	.1824	1,593	4,971	.1805	122
116. Springfield (Ill.) (Sangamon Co., Ill.)	125.0	.0854	38.5	135,250	.1036	29,576	13,575	4,453	13,361	196,375	.1039	1,571	5,101	.1001	117
117. Springfield (Mo.) (Greene Co., Mo.)	96.0	.0655	30.7	106,613	.0817	20,765	13,428	4,858	5,960	121,360	.0643	1,264	3,953	.0698	107
118. Springfield (Ohio) (Clark Co., Ohio)	122.8	.0838	36.2	104,050	.0797	29,254	14,434	2,711	5,516	176,586	.0935	1,438	4,878	.0874	104
119. Springfield-Holyoke (Mass.) (Hampden and Hampshire Cos., Mass.)	443.4	.3026	122.2	450,321	.3449	113,079	44,303	10,651	22,945	610,887	.3234	1,378	4,999	.3257	108
120. Stockton (San Joaquin, Cal.)	205.8	.1405	67.0	227,485	.1742	60,497	22,157	4,121	11,979	295,940	.1567	1,438	4,417	.1587	113
Superior (See Schedule 38)															
121. Syracuse (Onandaga Co., N. Y.)	321.8	.2196	94.7	303,624	.2326	73,276	47,677	7,841	13,828	447,946	.2372	1,392	4,730	.2323	106
122. Tacoma (Pierce Co., Wash.)	227.6	.1554	73.0	248,096	.1901	60,264	32,108	5,676	10,738	350,008	.1852	1,538	4,795	.1807	116
123. Tampa-St. Petersburg (Hillsborough and Pinellas Cos., Fla.)	360.4	.2459	116.5	361,379	.2768	71,192	50,350	18,291	23,554	439,045	.2324	1,218	3,769	.2484	101
124. Terre Haute (Vigo Co., Ind.)	104.8	.0715	33.8	107,370	.0822	27,882	21,364	3,599	6,354	134,550	.0712	1,284	3,981	.0746	104
125. Toledo (Lucas Co., Ohio)	380.2	.2595	115.6	423,960	.3248	101,881	76,652	12,897	21,118	612,215	.3241	1,610	5,296	.3114	120
126. Topeka (Shawnee Co., Kans.)	115.6	.0789	37.4	150,801	.1155	33,921	17,641	5,555	9,845	210,161	.1113	1,818	5,619	.1061	134
127. Trenton (Mercer Co., N. J.)	230.0	.1570	60.8	235,866	.1807	63,392	28,622	5,051	12,870	337,020	.1784	1,465	5,543	.1748	111
Troy, N. Y. (See Schedule 2)															



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. . . because this amazing market—Norfolk, Portsmouth, and Newport News, Virginia—continues to grow! Population up 3.5%, retail sales up 13.5%, gross income up 10.3% over a year ago. (Survey of Buying Power '48 and '49).

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Summary of Data For Metropolitan County Areas — (Con't.)

	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						EFFECTIVE BUYING INCOME—1948 SM ESTIMATES				SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	% of U.S.A. Potential	Quality of Market Index
128. Tulsa (Tulsa Co., Okla.)	247.5	.1689	75.4	257,062	.1969	47,836	36,966	10,197	16,342	359,022	.1901	1,451	4,762	.1879	111
129. Utica-Rome (Herkimer and Oneida Cos., N. Y.)	282.2	.1926	83.0	216,962	.1661	56,252	25,983	4,176	11,372	374,976	.1985	1,329	4,518	.1877	97
130. Waco (McLennan Co., Texas)	120.7	.0824	35.6	104,532	.0801	23,967	16,169	3,494	4,972	143,512	.0760	1,189	4,031	.0785	95
131. Washington (District of Columbia; Montgomery and Prince Georges Cos., Md.; Alexandria City and Arlington and Fairfax Cos., Va.) Waterbury, Conn. (See Schedule 80)	1,386.2	.9462	384.2	1,261,075	.9659	306,420	176,911	52,819	54,559	2,144,252	1.1351	1,547	5,581	1.0467	111
132. Waterloo (Black Hawk Co., Iowa)	96.4	.0658	29.2	130,772	.1002	26,309	19,083	3,628	7,736	151,155	.0800	1,568	5,177	.0631	127
133. Wheeling (Brooke, Marshall and Ohio Cos., W. Va.; Belmont Co., Ohio)	230.8	.1576	63.6	188,829	.1447	55,811	25,831	4,708	12,938	255,499	.1354	1,107	4,017	.1427	91
134. Wichita (Sedgwick Co., Kans.) Wilkes-Barre, Pa. (See Schedule 110)	225.1	.1537	72.7	284,794	.2182	53,738	30,033	9,512	16,494	391,224	.2071	1,738	5,381	.1998	130
135. Wilmington (New Castle Co., Del.; Salem Co., N. J.)	252.5	.1724	71.8	233,236	.1787	61,914	18,341	5,370	14,017	361,330	.1913	1,431	5,032	.1838	107
136. Winston-Salem (Forsyth Co., N. C.)	138.4	.0945	36.6	120,379	.0922	22,209	18,579	3,461	10,558	209,676	.1110	1,515	5,729	.1021	108
137. Worcester (Worcester Co., Mass.)	540.0	.3686	148.8	450,374	.3450	144,617	47,878	10,814	23,509	689,291	.3649	1,276	4,632	.3597	99
138. York (York Co., Pa.)	202.1	.1379	61.8	160,811	.1231	37,066	19,072	2,725	12,140	295,874	.1566	1,464	4,788	.1428	104
139. Youngstown (Mahoning and Trumbull Cos., Ohio; Mercer Co., Pa.)	525.1	.3584	137.7	465,382	.3565	122,377	64,157	9,695	23,063	729,367	.3862	1,389	5,297	.3718	104

Summary of Data For New Metropolitan County Areas

140. Abilene (Taylor Co., Texas)	67.4	.0460	19.8	59,197	.0453	12,165	11,296	2,462	3,155	74,005	.0392	1,098	3,738	.0424	92
141. Albuquerque (Bernalillo Co., N. M.)	109.6	.0748	30.9	118,802	.0910	23,881	14,982	4,089	8,536	169,385	.0897	1,545	5,482	.0870	116
142. Anderson (Madison Co., Ind.)	106.8	.0729	33.2	94,676	.0725	22,751	14,914	3,143	6,639	140,384	.0743	1,314	4,228	.0735	101
143. Aurora (Kane Co., Ill.)	147.8	.1009	44.0	161,918	.1241	42,198	20,665	4,170	8,136	242,983	.1286	1,644	5,522	.1217	121
144. Baton Rouge (E. Baton Rouge Co., La.)	123.4	.0842	35.1	141,258	.1082	25,388	19,334	5,257	10,526	172,637	.0914	1,399	4,918	.0950	113
145. Battle Creek (Calhoun Co., Mich.)	112.2	.0766	34.0	121,967	.0935	27,984	12,764	4,311	7,059	162,241	.0859	1,446	4,772	.0863	113
146. Colorado Springs (El Paso Co., Colo.)	65.0	.0444	21.8	89,328	.0685	19,954	8,586	3,181	4,398	99,665	.0528	1,533	4,572	.0558	126
147. Dubuque (Dubuque Co., Iowa)	68.1	.0465	18.8	82,326	.0631	15,630	15,927	1,845	4,406	108,935	.0577	1,600	5,794	.0671	123
148. Elmira (Chemung Co., N. Y.)	83.4	.0569	25.3	83,273	.0638	19,354	11,020	2,070	5,592	131,105	.0695	1,572	5,182	.0653	115
149. Fayetteville (Cumberland Co., N. C.)	73.4	.0501	17.4	41,538	.0318	7,914	5,549	1,050	2,900	75,978	.0403	1,035	4,367	.0397	79
150. Fort Smith (Sebastian Co., Ark.)	65.0	.0444	18.7	69,552	.0533	12,686	10,051	2,449	3,599	87,035	.0461	1,339	4,654	.0479	108
151. Gadsden (Etowah Co., Ala.)	87.3	.0596	21.7	67,031	.0513	13,177	6,186	1,930	6,582	84,419	.0447	967	3,890	.0497	83
152. Green Bay (Brown Co., Wis.)	101.6	.0694	27.5	119,565	.0916	23,646	14,975	3,165	5,003	141,021	.0747	1,388	5,128	.0787	113
153. Greenville (Greenville Co., S. C.)	158.9	.1085	41.5	130,923	.1003	26,924	18,481	3,832	13,129	177,173	.0938	1,115	4,269	.0986	91
154. Jackson (Jackson Co., Mich.)	111.2	.0759	33.8	118,483	.0907	25,358	14,224	3,439	7,225	166,244	.0880	1,495	4,918	.0864	114
155. Joliet (Will Co., Ill.)	135.0	.0921	38.9	109,111	.0836	28,845	16,605	3,124	5,687	179,415	.0950	1,329	4,612	.0910	99
156. La Crosse (La Crosse Co., Wis.)	62.9	.0430	18.0	74,868	.0573	18,436	9,723	1,584	3,773	84,663	.0448	1,346	4,704	.0482	112
157. Laredo (Webb Co., Texas)	60.3	.0412	14.1	39,802	.0305	7,477	9,358	1,226	2,164	53,969	.0285	895	3,828	.0316	77
158. Lexington (Fayette Co., Ky.)	88.9	.0607	26.5	125,154	.0958	22,872	17,901	5,285	8,600	144,196	.0764	1,622	5,441	.0791	130
159. Lima (Allen Co., Ohio)	92.9	.0634	27.4	86,443	.0662	17,154	15,041	2,165	3,690	120,584	.0638	1,298	4,401	.0644	102
160. Lorain (Lorain Co., Ohio)	130.6	.0891	37.3	114,551	.0877	32,954	11,695	2,619	6,101	191,516	.1014	1,466	5,134	.0948	106
161. Lubbock (Lubbock Co., Texas)	81.9	.0559	23.3	89,934	.0689	15,368	16,932	4,618	4,607	97,052	.0514	1,185	4,165	.0676	103
162. Lynchburg (Campbell Co., Va.)	74.7	.0510	17.2	69,034	.0529	13,393	11,370	2,287	5,017	77,677	.0411	1,040	4,516	.0466	91
163. Meridian (Lauderdale Co., Miss.)	66.0	.0450	18.8	52,163	.0400	11,392	8,405	1,428	4,091	68,310	.0362	1,035	5,634	.0391	87
164. Muncie (Delaware Co., Ind.)	91.7	.0626	28.6	84,215	.0645	19,739	9,975	2,714	5,986	120,402	.0637	1,313	4,210	.0637	102
165. New Castle (Lawrence Co., Pa.)	102.3	.0698	27.7	82,292	.0631	22,378	11,371	1,921	6,254	127,773	.0676	1,249	4,613	.0667	96
166. Ogden (Weber Co., Utah)	78.9	.0539	22.3	83,084	.0637	16,740	12,097	2,381	6,782	117,088	.0620	1,484	5,251	.0609	113
167. Orlando (Orange Co., Fla.)	100.0	.0683	30.5	119,139	.0913	21,139	16,658	3,930	7,645	121,005	.0640	1,210	3,967	.0731	107
168. Pittsfield (Berkshire Co., Mass.)	130.0	.0888	36.9	119,734	.0917	32,813	12,251	2,695	5,873	161,239	.0854	1,240	4,370	.0879	99
169. Raleigh (Wake Co., N. C.)	116.6	.0795	29.0	115,169	.0882	17,158	13,534	4,134	8,159	152,890	.0809	1,311	5,272	.0828	104
170. Riverside (Riverside Co., Cal.)	149.9	.1024	47.1	161,423	.1236	47,615	15,218	4,640	7,472	172,835	.0915	1,153	3,670	.1033	101
171. Salem (Marion Co., Ore.)	88.7	.0606	27.3	75,571	.0579	17,854	7,703	1,354	4,521	93,667	.0496	1,056	3,431	.0543	90
172. San Angelo (Tom Green Co., Texas)	60.3	.0411	17.6	60,028	.0460	11,467	10,263	2,701	3,506	72,963	.0387	1,210	4,146	.0414	101
173. San Bernardino (San Bernardino Co., Cal.)	266.2	.1817	83.9	248,196	.1901	78,196	26,521	6,550	12,627	275,517	.1459	1,035	3,284	.1663	92
174. Sioux Falls (Minnehaha Co., S. D.)	68.5	.0469	19.4	110,903	.0849	19,029	16,629	2,706	5,349	136,589	.0723	1,994	7,041	.0710	151
175. Tucson (Pima Co., Ariz.)	119.7	.0817	33.6	128,370	.0983	31,313	14,696	5,217	6,661	155,012	.0821	1,295	4,613	.0869	106
176. Wichita Falls (Wichita Co., Texas)	86.8	.0593	25.5	103,849	.0795	22,089	13,088	3,559	5,666	114,055	.0604	1,314	4,473	.0659	111
177. Williamsport (Lycoming Co., Pa.)	102.2	.0698	30.3	82,250	.0630	21,972	10,619	2,323	4,857	134,086	.0710	1,312	4,425	.0684	98
178. Wilmington (New Hanover Co., N. C.)	84.9	.0579	23.7	69,325	.0531	12,935	9,793	2,533	4,135	121,238	.0642	1,428	5,116	.0596	103
Total Above Metropolitan Counties	84,701.9	57.8197	24659.2	87,839,929	67.2806	21,190,955	13,084,958	2,570,356	5,147,442	130232189	68.9416	1,538	5,281	66.2180	115
U. S. TOTAL	146496.3	.....	41692.9	130556894	.....	31,328,934	17,045,212	3,701,713	6,892,816	188901324	.....	1,289	4,531	.....	.....



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NATIONAL BROADCASTING COMPANY

Ranking of the Metropolitan County Areas

SM Estimates, 1948, for Population, Retail Sales, Effective Buying Income

CODE NUMBER	CITY AND STATE	POPULATION (Civilian) 1/1/49 SM Estimate (in thousands)	RANK IN GROUP	TOTAL RETAIL SALES SM Estimate (in thousands)	RANK IN GROUP	NET EFFECTIVE BUYING INCOME SM Estimate (in thousands)	RANK IN GROUP
140	Abilene (Texas)	67.4	172	59,197	175	74,005	175
1	Akron (Ohio)	477.6	37	457,398	40	737,063	34
2	Albany-Schenectady-Troy (N. Y.)	497.0	36	515,216	35	771,500	32
141	Albuquerque (N. M.)	109.6	140	118,802	136	169,385	130
3	Allentown-Bethlehem-Easton (Pa.)	444.7	41	389,674	49	618,655	42
4	Altoona (Pa.)	152.9	110	121,821	130	172,777	128
5	Amarillo (Texas)	87.0	161	109,092	147	122,368	157
142	Anderson (Ind.)	106.8	143	94,676	156	140,384	148
6	Asheville (N. C.)	116.4	134	110,054	145	164,780	135
7	Atlanta (Ga.)	573.2	25	693,795	23	798,881	30
8	Atlantic City (N. J.)	133.5	120	158,303	107	201,610	111
9	Augusta (Ga.)	98.4	151	91,312	157	100,466	166
143	Aurora (Ill.)	147.8	113	161,916	103	242,983	100
10	Austin (Texas)	151.8	111	152,330	109	200,091	112
11	Baltimore (Md.)	1,261.7	12	1,270,376	12	1,922,093	12
144	Baton Rouge (La.)	123.4	127	141,258	114	172,637	129
145	Battle Creek (Mich.)	112.2	136	121,967	129	162,241	136
12	Beaumont-Port Arthur (Texas)	224.0	84	208,733	83	304,720	82
13	Binghamton (N. Y.)	179.9	95	160,543	106	251,680	99
14	Birmingham (Ala.)	535.1	33	543,888	29	671,418	39
15	Boston (Mass.)	3,078.2	5	2,809,987	6	4,333,775	6
16	Bridgeport (Conn.)	503.2	35	517,836	32	883,437	26
17	Buffalo-Niagara Falls (N. Y.)	1,070.2	14	933,948	18	1,530,694	14
18	Canton (Ohio)	284.9	58	275,070	67	412,535	56
19	Cedar Rapids (Iowa)	101.2	149	137,536	116	173,254	126
20	Charleston (S. C.)	177.2	96	116,756	138	219,019	105
21	Charleston (W. Va.)	250.0	70	190,082	91	303,250	83
22	Charlotte (N. C.)	175.0	99	196,974	88	265,750	93
23	Chattanooga (Tenn.)	231.9	75	214,858	82	287,618	89
24	Chicago (Ill.)	5,146.7	2	5,594,130	2	9,098,302	2
25	Cincinnati (Ohio)	935.7	16	960,590	16	1,518,442	16
26	Cleveland (Ohio)	1,490.1	10	1,603,646	10	2,584,656	9
146	Colorado Springs (Colo.)	65.0	174	89,328	159	99,665	167
27	Columbia (S. C.)	132.0	121	121,518	131	155,216	138
28	Columbus (Ga.)	147.8	113	112,351	143	134,405	151
29	Columbus (Ohio)	468.2	39	542,792	30	729,756	36
30	Corpus Christi (Texas)	161.0	105	124,254	127	166,864	133
31	Dallas (Texas)	560.0	28	799,204	20	935,120	24
32	Davenport-Rock Island-Moline (Iowa-Ill.)	231.9	75	252,403	70	409,301	57
33	Dayton (Ohio)	372.0	48	385,595	50	565,112	48
34	Decatur (Ill.)	96.4	152	101,759	154	144,600	143
35	Denver (Colo.)	476.9	38	664,667	24	778,719	31
36	Des Moines (Iowa)	218.9	85	309,096	57	389,404	61
37	Detroit (Mich.)	3,044.6	6	3,426,299	4	4,616,374	5
147	Dubuque (Iowa)	68.1	171	82,326	165	108,935	165
38	Duluth-Superior (Minn.-Wis.)	261.7	66	289,648	63	312,471	80
39	Durham (N. C.)	95.0	155	101,350	155	149,185	142
40	El Paso (Texas)	171.7	102	156,156	108	212,352	107
148	Elmira (N. Y.)	83.4	165	83,273	163	131,105	153
41	Erie (Pa.)	209.1	87	178,243	98	293,576	87
42	Evansville (Ind.)	194.8	94	184,603	97	282,691	90
43	Fall River-New Bedford (Mass.)	385.0	46	288,070	64	438,787	54
149	Fayetteville (N. C.)	73.4	169	41,538	177	75,978	174
44	Flint (Mich.)	262.9	65	287,914	65	373,581	64
150	Fort Smith (Ark.)	65.0	174	69,552	170	87,035	170
45	Fort Wayne (Ind.)	172.4	101	189,840	92	312,146	81
46	Fort Worth (Texas)	354.6	51	430,999	44	568,069	47
47	Fresno (Cal.)	280.5	60	303,042	60	360,723	67
151	Gadsden (Ala.)	87.3	160	67,031	173	84,419	172
48	Galveston (Texas)	110.0	139	112,595	141	168,960	131

Market Data of Major Metropolitan Areas

Rank in Population		POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						EFFECTIVE BUYING INCOME SM 1948 ESTIMATES		
		Total (in Thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	FOUR STORE GROUPS (in thousands of dollars)				Net Dollars (in thousands)	Per capita	Per family
							Food	General Mdse.	Drug	Household			
1	New York—N.E. N.J.	12,642.7	8.6303	3,618.7	$12,382,973	9.4847	$3,437,963	$1,552,793	$284,995	$715,599	$21,567,146	$1,706	$5,960
2	Chicago	5,146.7	3.5133	1,507.5	5,594,130	4.2849	1,142,533	1,067,769	173,859	277,855	9,098,302	1,768	6,035
3	Los Angeles	4,027.8	2.7495	1,308.7	5,036,243	3.8575	1,279,065	536,288	158,892	346,858	6,744,461	1,674	5,154
4	Philadelphia	3,456.1	2.3591	959.7	3,220,738	2.4670	839,676	629,627	87,018	168,783	5,458,149	1,579	5,687
5	Boston	3,078.2	2.1012	846.2	2,809,987	2.1524	807,502	411,837	80,395	128,776	4,333,775	1,408	5,121
6	Detroit	3,044.6	2.0783	839.3	3,426,299	2.6245	716,968	488,780	114,748	180,229	4,616,374	1,516	5,500
7	Pittsburgh	2,433.6	1.6613	646.3	2,077,976	1.5917	587,643	380,936	55,881	122,091	3,495,680	1,436	5,409
8	San Francisco	2,186.0	1.4922	717.4	2,722,530	2.0851	745,408	322,343	67,941	179,662	3,811,993	1,744	5,313
9	St. Louis	1,677.2	1.1451	484.4	1,701,662	1.3035	383,797	235,772	50,708	112,544	2,447,951	1,460	5,054
10	Cleveland	1,490.1	1.0172	438.3	1,603,646	1.2283	405,397	295,587	46,135	84,155	2,584,656	1,735	5,897
11	Washington, D.C.	1,386.2	.9462	384.2	1,261,075	.9659	306,420	176,911	52,819	54,559	2,144,252	1,547	5,581
12	Baltimore	1,261.7	.8612	348.4	1,270,376	.9731	333,473	250,434	37,659	70,086	1,922,093	1,523	5,517
36	Schenectady-Albany-Troy	497.0	.3393	150.8	515,216	.3945	121,076	111,959	11,031	28,036	771,500	1,552	5,116

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Ranking of the Metropolitan County Areas — (Con't)

SM Estimates, 1948, for Population, Retail Sales, Effective Buying Income

CODE NUMBER	CITY AND STATE	POPULATION (Civilian) 1/1/49 SM Estimate (in thousands)	RANK IN GROUP	TOTAL RETAIL SALES SM Estimate (in thousands)	RANK IN GROUP	NET EFFECTIVE BUYING INCOME SM Estimate (in thousands)	RANK IN GROUP
49	Grand Rapids (Mich.)	267.8	61	342,639	53	345,035	72
152	Green Bay (Wis.)	101.6	148	119,565	134	141,021	146
50	Greensboro (N. C.)	175.2	98	173,623	99	240,280	102
153	Greenville (S. C.)	158.9	106	130,923	122	177,173	123
51	Hamilton-Middleton (Ohio)	145.8	115	125,095	126	193,974	115
52	Harrisburg (Pa.)	206.4	88	192,693	89	313,728	79
53	Hartford-New Britain (Conn.)	609.5	24	610,982	27	1,014,524	22
54	Houston (Texas)	752.4	18	859,844	19	1,246,140	18
55	Huntington-Ashland (W. Va.-Ky.)	202.8	91	167,610	101	238,897	103
56	Indianapolis (Ind.)	547.3	31	655,978	25	1,008,127	23
154	Jackson (Mich.)	111.2	137	118,483	137	166,244	134
57	Jackson (Miss.)	128.0	124	131,950	121	185,128	118
58	Jacksonville (Fla.)	300.0	55	294,365	61	365,604	65
59	Johnstown (Pa.)	235.2	73	171,766	100	251,899	96
155	Joliet (Ill.)	135.0	116	109,111	146	179,415	120
60	Kalamazoo (Mich.)	117.0	132	141,876	113	177,957	122
61	Kansas City (Mo.)-Kansas City (Kans.)	824.3	17	1,025,679	15	1,296,776	17
62	Knoxville (Tenn.)	225.5	81	217,622	80	302,396	84
156	La Crosse (Wis.)	62.9	176	74,868	169	84,663	171
63	Lancaster (Pa.)	225.5	81	200,461	86	324,044	78
64	Lansing (Mich.)	157.8	107	205,456	84	263,368	94
157	Laredo (Texas)	60.3	177	39,802	178	53,969	178
158	Lexington (Ky.)	88.9	158	125,154	125	144,196	144
159	Lima (Ohio)	92.9	156	86,443	161	120,584	161
65	Lincoln (Neb.)	106.0	141	138,354	115	182,158	119
66	Little Rock (Ark.)	205.1	90	223,101	79	282,529	91
160	Lorain (Ohio)	130.6	122	114,551	140	191,516	117
67	Los Angeles (Cal.)	4,027.8	3	5,036,243	3	6,744,461	3
68	Louisville (Ky.)	566.9	27	545,158	28	810,442	29
161	Lubbock (Texas)	81.9	166	89,934	158	97,052	168
162	Lynchburg (Va.)	74.7	168	69,034	172	77,677	173
69	Macon (Ga.)	110.1	138	103,039	153	124,237	156
70	Madison (Wis.)	153.4	109	197,392	87	231,174	104
71	Manchester (N. H.)	162.1	104	146,269	111	192,787	116
72	Memphis (Tenn.)	420.4	44	498,972	37	603,848	46
163	Meridian (Miss.)	66.0	173	52,163	176	66,310	177
73	Miami (Fla.)	410.0	45	517,806	33	511,190	49
74	Milwaukee (Wis.)	939.4	15	1,182,778	14	1,523,697	15
75	Minneapolis-St. Paul (Minn.)	1,124.6	13	1,469,993	11	1,793,232	13
76	Mobile (Ala.)	233.8	74	187,425	95	326,579	77
77	Montgomery (Ala.)	133.7	119	132,852	120	167,521	132
164	Muncie (Ind.)	91.7	157	84,215	162	120,402	162
78	Muskegon (Mich.)	126.0	125	124,027	128	179,046	121
79	Nashville (Tenn.)	293.5	56	313,470	55	400,606	58
165	New Castle (Pa.)	102.3	146	82,292	166	127,773	154
80	New Haven-Waterbury (Conn.)	559.3	29	538,284	31	830,241	27
81	New Orleans (La.)	650.4	23	617,595	26	828,250	28
82	New York-N. E. New Jersey (N. Y.-N. J.)	12,642.7	1	12,382,973	1	21,567,146	1
83	Norfolk-Portsmouth-Newport News (Va.)	567.4	26	449,957	43	739,404	33
166	Ogden (Utah)	78.9	167	83,084	164	117,088	163
84	Oklahoma City (Okla.)	325.5	52	347,000	52	460,411	51
85	Omaha-Council Bluffs (Neb.-Iowa)	358.9	50	430,165	45	633,781	40
167	Orlando (Fla.)	100.0	150	119,139	135	121,005	160
86	Peoria (Ill.)	229.6	79	247,357	73	379,718	62
87	Philadelphia (Pa.)	3,456.1	4	3,220,738	5	5,456,149	4
88	Phoenix (Ariz.)	285.1	57	311,366	56	343,831	74
89	Pittsburgh (Pa.)	2,433.6	7	2,077,976	8	3,495,680	8
168	Pittsfield (Mass.)	130.0	123	119,734	133	161,239	137
90	Portland (Maine)	173.9	100	189,718	93	253,284	97
91	Portland (Ore.)	737.0	19	785,530	21	1,176,704	20



Du Mont television broadcasting started April 1, 1939

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FIRST in Development. Du Mont's development of the cathode ray picture tube made electronic television practical.

FIRST in Precision Electronics. World's foremost maker of scientific instruments employing the cathode ray tube.

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92	Providence (R. I.)	717.2	20	694,887	22	1,052,684	21
93	Pueblo (Colo.)	86.0	163	88,935	160	124,786	155
94	Racine-Kenosha (Wis.)	177.1	97	190,901	90	255,028	96
169	Raleigh (N. C.)	116.6	133	115,169	139	152,890	140
95	Reading (Pa.)	250.4	69	223,472	78	355,818	69
96	Richmond (Va.)	316.9	54	400,720	48	469,711	50
170	Riverside (Cal.)	149.9	112	161,423	104	172,835	127
97	Roanoke (Va.)	119.5	131	134,503	119	174,672	125
98	Rochester (N. Y.)	465.4	40	463,754	39	732,420	35
99	Rockford (Ill.)	135.4	117	166,321	102	215,963	106
100	Sacramento (Cal.)	256.4	67	308,755	58	391,266	59
101	Saginaw-Bay City (Mich.)	242.4	72	243,612	74	332,274	76
102	St. Joseph (Mo.)	107.2	142	112,364	142	140,540	147
103	St. Louis (Mo.)	1,677.2	9	1,701,662	9	2,447,951	10
171	Salem (Ore.)	88.7	159	75,571	168	93,667	169
104	Salt Lake City (Utah)	263.0	64	321,955	54	426,317	55
172	San Angelo (Texas)	60.3	177	60,028	174	72,963	176
105	San Antonio (Texas)	422.4	43	402,750	47	607,264	45
173	San Bernardino (Cal.)	266.2	62	248,196	71	275,517	92
106	San Diego (Cal.)	553.6	30	515,657	34	633,318	41
107	San Francisco-Oakland (Cal.)	2,186.0	8	2,722,530	7	3,811,993	7
108	San Jose (Cal.)	263.5	63	293,847	62	353,090	70
109	Savannah (Ga.)	155.2	108	135,536	117	206,136	110
110	Scranton-Wilkes-Barre (Pa.)	701.9	21	504,648	36	909,225	25
111	Seattle (Wash.)	679.3	22	956,762	17	1,200,964	19
112	Shreveport (La.)	168.0	103	186,176	96	240,680	101
113	Sioux City (Iowa)	105.1	144	141,956	112	195,636	114
174	Sioux Falls (S. D.)	68.5	170	110,903	144	136,589	149
114	South Bend (Ind.)	195.5	93	205,036	85	291,491	88
115	Spokane (Wash.)	216.2	86	260,199	68	344,513	73
116	Springfield (Ill.)	125.0	126	135,250	118	196,375	113
117	Springfield (Mo.)	96.0	154	106,613	149	121,360	158
118	Springfield (Ohio)	122.8	128	104,050	151	176,586	124
119	Springfield-Holyoke (Mass.)	443.4	42	450,321	42	610,887	44
120	Stockton (Cal.)	205.8	89	227,485	77	295,940	85
121	Syracuse (N. Y.)	321.8	53	303,624	59	447,946	52
122	Tacoma (Wash.)	227.6	80	248,096	72	350,008	71
123	Tampa-St. Petersburg (Fla.)	360.4	49	361,379	51	439,045	53
124	Terre Haute (Ind.)	104.8	145	107,370	148	134,550	150
125	Toledo (Ohio)	380.2	47	423,960	46	612,215	43
126	Topeka (Kans.)	115.6	135	150,801	110	210,161	108
127	Trenton (N. J.)	230.0	78	235,866	75	337,020	75
175	Tucson (Ariz.)	119.7	130	128,370	124	155,012	139
128	Tulsa (Okla.)	247.5	71	257,062	69	359,022	68
129	Utica-Rome (N. Y.)	282.2	59	216,962	81	374,976	63
130	Waco (Texas)	120.7	129	104,532	150	143,512	145
131	Washington (D. C.)	1,386.2	11	1,261,075	13	2,144,252	11
132	Waterloo (Iowa)	96.4	152	130,772	123	151,155	141
133	Wheeling (W. Va.)	230.8	77	188,829	94	255,499	95
134	Wichita (Kans.)	225.1	83	284,794	66	391,224	60
176	Wichita Falls (Texas)	86.8	162	103,849	152	114,055	164
177	Williamsport (Pa.)	102.2	147	82,250	167	134,086	152
135	Wilmington (Del.)	252.5	68	233,236	76	361,330	66
178	Wilmington (N. C.)	84.9	164	69,325	171	121,238	159
136	Winston-Salem (N. C.)	138.4	116	120,379	132	209,676	109
137	Worcester (Mass.)	540.0	32	450,374	41	689,291	38
138	York (Pa.)	202.1	92	160,811	105	295,874	86
139	Youngstown (Ohio)	525.1	34	465,382	38	729,367	37
	Total Above Metropolitan Counties	84,701.9		87,839,929		130,232,189	
	% of U. S. A.	57.8197		67.2806		68.9416	

It Took Ten Years . . .

to develop the reliable tool of scientific market planning that SALES MANAGEMENT'S annual Survey of Buying Power is today

It Took Ten More Years

to win the reputation for year-in and year-out accuracy that has led to complete acceptance of Survey data by all the following groups:

Government Departments

SALES MANAGEMENT Survey of Buying Power data is recommended by the Department of Commerce, accepted in hearings before the Federal Communications Commission, used by the Treasury Department in setting quotas for Bond sales, and by the U. S. Army and Air Force in planning recruiting drives. It is also widely used by State governments in estimating tax receipts and in apportioning funds to localities.

National Advertisers

As an example of the Survey's use and acceptance among national advertisers, check a handful of the companies which ordered *extra* copies: Ford Motor Company 14 copies, General Electric 34, Andrew Jergens 23, General Foods 11, U. S. Rubber 19, Lever Brothers 11. A total of 1,679 companies (who spent 795 million advertising dollars last year) ordered extra copies of the 1948 Survey of Buying Power.

Advertising Agencies

Media buyers of advertising agencies all over the nation have adopted the Survey of Buying Power as a standard tool for evaluating markets and media. A poll by the Metropolitan Group found that 21 out of 22 agencies use Survey population figures, and a canvass of 14 large New York advertising agencies by the Special Libraries Association found that the Survey and the World Almanac were the only two annual reference books used by *all 14 agencies* polled.

Media Organizations

Because of the accuracy of Survey data and its acceptance among advertisers, the following national media associations use and recommend the Survey: Bureau of Advertising of American Newspaper Publishers Association, National Association of Broadcasters, Broadcast Measurement Bureau, Magazine Advertising Bureau. In 1948, SM actually counted 564 newspapers, magazines and radio stations which quoted Survey figures in 1,872 different advertisements and market studies.

There is no short cut to *experience* and no substitute for *performance*. Only through 20 years of experience and performance could SALES MANAGEMENT'S Survey of Buying Power have won acceptance from all these groups as the nation's recognized authority on local markets.

Sales Management

THE MAGAZINE OF MARKETING

New York • Chicago • Santa Barbara

Summary of All Data by States and Sections

SECTIONS AND STATES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)								FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Farm Income 1948	% of Labor Force	% of U.S.A. Potential	Quality of Market Index
NEW ENGLAND																	
Connecticut	2,020.2	1.3790	572.4	1,964,685	1.5048	533,755	189,522	53,394	114,152	3,165,760	1.6758	1,567	5,531	160,967	3.9	1.5651	113
Maine	902.4	.6160	251.0	752,745	.5766	218,549	65,967	17,371	34,087	988,237	.5232	1,095	3,937	179,470	13.1	.5578	91
Massachusetts	4,678.9	3.1939	1,294.7	4,229,018	3.2392	1,229,693	548,572	115,440	205,066	6,364,527	3.3693	1,360	4,916	205,932	2.3	3.2952	103
New Hampshire	844.7	.3718	159.4	470,789	.3606	148,225	35,813	11,313	21,133	606,145	.3208	1,113	3,803	66,306	6.8	.3429	92
Rhode Island	757.4	.5170	214.6	735,869	.5636	205,859	79,609	20,625	44,194	1,094,263	.5793	1,445	5,099	23,477	1.9	.5621	109
Vermont	375.7	.2565	101.9	344,656	.2640	89,969	27,576	7,040	14,864	438,105	.2320	1,166	4,299	122,790	24.5	.2465	96
	9,279.3	6.3342	2,894.0	8,497,762	6.5088	2,424,050	947,059	225,183	433,496	12,657,037	6.7004	1,364	4,879	758,942	4.9	6.5696	104
MIDDLE ATLANTIC																	
New Jersey	4,705.9	3.2123	1,329.9	4,395,971	3.3671	1,307,932	496,913	99,657	239,996	6,867,639	3.6356	1,459	5,164	309,250	3.1	3.4704	108
New York	14,464.4	9.8737	4,205.7	13,695,420	10.4900	3,588,260	1,872,690	318,764	743,120	23,603,663	12.4952	1,632	5,612	944,937	4.2	11.3693	116
Pennsylvania	10,640.0	7.2630	2,898.5	8,807,421	6.7460	2,373,018	1,451,772	219,323	506,479	14,487,476	7.6693	1,362	4,998	834,784	6.0	7.3111	101
	29,810.3	20.3490	8,434.1	26,898,812	20.6031	7,269,210	3,731,375	637,744	1,489,595	44,958,778	23.8001	1,508	5,331	2,088,971	4.6	22.1508	109
EAST NORTH CENTRAL																	
Illinois	8,635.8	5.8949	2,584.7	8,585,778	6.5783	1,852,110	1,389,960	250,513	441,743	13,611,266	7.2055	1,576	5,266	1,849,681	9.9	6.7546	116
Indiana	3,921.3	2.6767	1,170.2	3,406,659	2.6093	816,168	469,181	114,327	182,702	5,095,223	2.6973	1,299	4,354	1,067,400	17.8	2.6668	100
Michigan	6,263.5	4.2755	1,774.8	6,520,257	4.9942	1,449,513	785,207	207,961	338,055	8,772,105	4.6437	1,401	4,943	732,573	11.7	4.6752	109
Ohio	7,852.8	5.3604	2,311.3	7,372,726	5.6471	1,865,115	1,041,642	186,056	380,803	11,133,671	5.8939	1,418	4,817	1,034,967	11.0	5.7132	107
Wisconsin	3,339.7	2.2797	936.4	3,454,816	2.6462	798,753	377,390	83,816	151,835	4,364,047	2.3102	1,307	4,660	1,165,056	25.8	2.4049	105
	30,013.1	20.4872	8,777.4	29,340,236	22.4731	6,781,659	4,063,380	842,673	1,495,138	42,976,312	22.7506	1,432	4,896	5,849,677	13.3	22.2147	108
WEST NORTH CENTRAL																	
Iowa	2,643.2	1.8043	780.1	2,774,819	2.1254	546,226	292,030	72,894	126,934	3,544,827	1.8768	1,341	4,544	2,344,150	35.8	1.9368	107
Kansas	1,966.9	1.3426	600.5	1,926,605	1.4757	446,192	186,820	63,6346	90,766	2,631,655	1.3931	1,338	4,382	1,207,486	31.4	1.4078	105
Minnesota	2,957.8	2.0190	829.3	2,988,948	2.2894	619,277	423,712	72,276	125,007	3,813,843	1.8602	1,188	4,237	1,373,475	30.3	2.0207	100
Missouri	3,967.7	2.7084	1,194.2	3,528,304	2.7025	737,297	502,468	131,990	197,125	4,603,104	2.4368	1,160	3,855	1,169,484	23.6	2.5708	95
Nebraska	1,314.2	.8971	384.2	1,276,204	.9775	279,616	136,807	38,583	52,518	1,739,413	.9208	1,324	4,527	1,044,630	37.4	.9331	104
North Dakota	664.1	.3851	145.9	598,487	.4584	110,368	59,439	14,720	16,548	800,201	.4236	1,419	5,485	717,896	53.4	.4263	111
South Dakota	628.5	.4277	170.7	663,370	.5081	119,988	55,639	18,194	19,025	846,203	.4479	1,351	4,957	641,054	48.1	.4619	108
	14,040.4	9.5842	4,104.9	13,756,737	10.5370	2,858,964	1,656,915	411,991	627,923	17,679,246	9.3590	1,259	4,307	8,498,175	32.1	9.7574	102
SOUTH ATLANTIC																	
Delaware	299.0	.2041	86.8	267,763	.2051	68,679	19,586	5,760	15,062	404,097	.2140	1,351	4,655	105,705	13.7	.2094	103
Dist. of Columbia	873.9	.5965	238.8	976,790	.7482	227,060	166,526	44,160	49,743	1,466,352	.7762	1,678	6,141	.....	0.2	.7319	123
Florida	2,420.5	1.6523	728.6	2,191,922	1.6789	466,680	243,505	86,948	145,167	2,575,618	1.3634	1,064	3,535	328,197	17.1	1.5158	92
Georgia	3,221.2	2.1988	855.9	2,104,951	1.6123	461,246	350,787	63,908	126,538	2,819,677	1.4927	875	3,294	519,563	33.9	1.6698	76
Maryland	2,143.9	1.4634	598.4	1,876,479	1.4373	494,739	290,763	52,663	85,019	2,903,697	1.5371	1,354	4,869	240,606	9.9	1.4924	102
North Carolina	3,761.3	2.5675	898.5	2,294,535	1.7575	452,930	304,338	65,339	155,783	3,487,827	1.8464	927	3,882	809,026	33.6	1.9640	76
South Carolina	1,961.1	1.3387	489.4	1,101,783	.8439	242,958	141,815	31,933	73,209	1,568,376	.8303	800	3,205	310,617	39.4	.9361	70
Virginia	3,058.1	2.0875	770.3	2,075,573	1.5898	456,703	254,768	64,182	115,043	3,114,747	1.6488	1,019	4,044	455,291	23.9	1.7188	82
West Virginia	1,910.1	1.3039	473.3	1,197,456	.9172	276,320	167,998	28,434	69,264	1,896,479	1.0040	993	4,007	113,314	15.3	1.0379	80
	19,649.1	13.4127	5,138.0	14,087,252	10.7902	3,147,315	1,940,084	443,327	834,828	20,236,870	10.7129	1,030	3,939	2,882,247	24.8	11.2761	84
EAST SOUTH CENTRAL																	
Alabama	2,871.2	1.9599	742.5	1,794,593	1.3746	360,626	207,588	49,488	111,159	2,518,604	1.3333	877	3,392	412,055	39.6	1.4710	75
Kentucky	2,798.7	1.9104	734.4	1,721,011	1.3182	406,285	202,872	52,583	80,184	2,388,573	1.2634	853	3,250	520,393	36.5	1.4092	74
Mississippi	2,122.2	1.4486	589.6	1,086,296	.8320	241,450	130,315	33,168	47,936	1,524,368	.8089	718	2,676	504,706	57.7	.9428	65
Tennessee	3,166.1	2.1612	830.5	2,011,761	1.5409	439,065	329,350	59,245	115,143	2,881,691	1.5255	910	3,469	485,400	33.1	1.6573	77
	10,958.2	7.4801	2,877.3	6,613,661	5.0657	1,447,426	870,125	194,482	354,402	9,311,234	4.9291	850	3,238	1,922,556	40.9	5.4803	73
WEST SOUTH CENTRAL																	
Arkansas	1,934.0	1.3202	531.1	1,177,688	.9020	233,919	135,273	37,120	86,779	1,517,364	.8033	785	2,857	515,902	51.4	.9363	71
Louisiana	2,590.3	1.7682	700.4	1,719,557	1.3171	335,468	223,191	60,708	101,468	2,313,558	1.2247	893	3,303	381,397	32.2	1.3611	77
Oklahoma	2,363.2	1.6131	673.3	1,681,429	1.2879	362,458	218,543	62,720	77,092	2,094,503	1.1088	886	3,111	711,640	33.1	1.2634	78
Texas	7,314.3	4.9928	2,083.7	6,231,784	4.7732	1,371,178	851,171	220,524	306,089	8,489,037	4.4939	1,161	4,074	2,021,318	29.8	4.6775	94
	14,201.8	9.6943	3,988.5	10,810,458	8.2802	2,303,023	1,428,178	381,072	541,428	14,414,459	7.6307	1,015	3,614	3,630,257	33.8	8.2383	85
MOUNTAIN																	
Arizona	665.4	.4542	184.1	652,050	.4994	137,091	84,481	22,126	27,648	767,184	.4061	1,153	4,167	202,455	21.5	.4437	98
Colorado	1,206.6	.8236	363.1	1,423,668	1.0905	301,796	197,167	41,652	64,674	1,724,414	.9129	1,429	4,749	519,314	21.0	.9483	115
Idaho	535.7	.3657	156.0	548,632	.4202	113,396	61,972	13,168	23,484	695,167	.3680	1,298	4,456	361,663	38.6	.3832	105
Montana	611.0	.3488	155.6	614,274	.4705	141,189	61,680	14,446	20,710	804,203	.4257	1,574	5,168	405,924	31.8	.4238	122
Nevada	142.1	.0970	45.3	171,124	.1311	43,025	19,014	6,034	5,450	239,062	.1266	1,682	5,277	44,256	15.3	.1220	126
New Mexico	643.5	.4393	168.0	493,876	.3783	101,499	50,135	15,329	20,212	622,149	.3294	967	3,703	173,476	32.0	.3661	83
Utah	655.9	.4477	175.2	617,251	.4726	118,207	98,025	17,186	42,212	810,194	.4289	1,235	4,624	166,183	19.2	.4458	100
Wyoming	279.0	.1904	81.9	320,238	.2453	66,592	24,070	10,070	12,552	393,094	.2081	1,409	4,800	147,004	29.4	.2157	113
	4,639.2	3.1667	1,329.2	4,841,113	3.7081	1,024,795	596,544	140,011	216,940	6,055,467	3.2057	1,305	4,556	2,020,295	28.0	3.3486	106
PACIFIC																	
California	10,041.8	6.8548	3,222.6	11,724,388	8.9803	3,169,588	1,281,766	324,765	719,893	15,425,701	8.1660	1,538	4,787	2,173,643	10.5	8.1420	119
Oregon	1,548.7	1.0572	497.0	1,506,575	1.1540	346,246	221,216	37,928	66,668	1,964,447	1.0399	1,268	3,953	401,585	18.3	1.0776	102
Washington	2,314.4	1.5798	729.9	2,479,910	1.8995	556,648	328,570	62,537	112,485	3,221,773	1.7056	1,392	4,414	584,953	13.7	1.7388	110
	13,904.9	9.4918	4,449.5	15,710,873	12.0338	4,072,492	1,811,552	425,230	899,046	20,611,921	10.9115	1,482	4,632	3,160,181	11.9	10.9642	118
TOTAL U. S. A.	146,498.3	.....	41,692.9	130,556,894	.....	31,328,934	17,045,212	3,701,713	6,892,816	188,901,324	.....	1,289	4,531	30,611,301	18.5	.....	.....
HAWAII	541.3	.....	121.5	484,656	.....	144,720	63,180	14,040	24,387	677,258	.....	1,251	5,574	.....	.....	.....	.....



How to go home in Philadelphia



In Philadelphia—third largest U. S. market—more than four out of five households count The Bulletin as a member of the family. The advertiser in The Bulletin joins these families, too, and he does it *when* they're at home with leisure to read his message thoroughly.

There's no getting around it: the way to go home in this trading area of more than four million persons is to call in company with The Bulletin.

In two blocks of Atwood Road, to cite just one example, The Bulletin is read by 50 of 57 families interviewed. That's the way it is in all Philadelphia. The Bulletin *goes* home, *stays* home, is *read* by the entire family—evenings and Sundays.

In Philadelphia nearly everybody reads The Bulletin

ADVERTISING OFFICES: *Philadelphia*, Filbert & Juniper Streets. *New York*, 285 Madison Avenue.
National Advertising Representatives: *Sawyer-Ferguson-Walker* Co., Chicago, Detroit, Atlanta, Los Angeles, San Francisco

Notes on County Employment and Payroll Figures

In 1947 the Association of Office Equipment Manufacturers raised a kitty to have the Department of Commerce make a study of employment and payroll data from Social Security records. It was made available for all of the Census classifications of industry, and with details for all counties with 1,000 or more taxable employers, and summaries for other counties.

Last year the Department of Commerce did a similar job with its own funds, and the reports now are available to the business public in the form of a national summary and individual pamphlets covering each of the 48 states, District of Columbia, Alaska and Hawaii, based on the first quarter of 1947.

In a year's time, employment subject to Social Security taxes increased from 30,928,752 to 34,494,168. The average monthly pay of employes increased from $176 to $199, and the number of reporting units (business firms subject to the tax) jumped from 2,254,445 to 2,512,280.

The package of 51 reports is available through the Superintendent of Documents, Government Printing Office, Washington, D. C., at a price of $7. Ask for "Complete set of 51 reports on 'Business Establishments, Employment and Taxable Pay Rolls Under Old-Age and Survivors Insurance Program, first quarter 1947, by Industry groups and by Counties'."

SALES MANAGEMENT presents in the pages following an abridged tabulation of the reports. On page 149 readers will find state-by-state summaries covering leading major classifications, and commencing on page 150 are state figures for selected specific industries and retail trades.

The figures are based on the first quarter of 1947 because, after the first quarter of each year, employes with earnings-to-date of $3,000 and over are exempt from the Social Security deduction, and their employment would not be reflected in the figures.

SALES MANAGEMENT divided the quarterly payment figures by three to arrive at the average monthly payroll figure, and then divided this total by the employment figure to arrive at the average individual monthly pay.

This "Average Monthly Pay" should be studied with this reservation in mind: Persons are taxed for Social Security only on the first $3,000 of their earnings. The actual monthly pay, therefore, is somewhat higher for every county than the figures below indicate, and very considerably higher for many cities where large corporations have their headquarters. It must be remembered also that Social Security benefits do not apply to farmers, domestics, professional men and women and the self-employed of all types.

It is estimated that, in March 1947, employment covered by the old-age and survivors insurance program comprised 75 percent of total wage and salary employment (excluding self-employment), as indicated in the following table derived from the Bureau of the Census current surveys of the population:

Distribution of Total Wage and Salary Workers, March 1947

Employment group	Percent
Total	100
Covered by old-age and survivors insurance	75
Agriculture	3
Domestic service	4
Government	12
Railroads, nonprofit institutions, and all other noncovered groups	6

Concerns selling to industry find usually that their potentials correlate closely with industrial employment, and the Social Security figures, while they include all employes subject to the tax, are predominantly *industrial*. The county by county location of *big* plants can be seen from the columns showing size of reporting units according to the number of employes.

The following counties are those which in the first quarter of 1947 had 1,000 or more reporting units. Because the county coding system used in the tabulations did not provide for more than 99 counties in any single state, it was necessary in 8 states to group selected counties. In the county figures which follow such groupings appear in Texas only, but the largest Texas counties are shown individually.

1947 EMPLOYMENT DATA; ALL STATES AND LARGEST COUNTIES

Number of Employes, Taxable Monthly Payrolls, Average Pay, Number of Reporting Employers by Size Groups

STATE AND COUNTY	Total Employment	Taxable Monthly Payrolls (Add 000)	Average Monthly Pay	Total Reporting Units	With 0-3 Employes	4-7 Employes	8-19 Employes	20-49 Employes	50-99 Employes	100-499 Employes	500 or More Employes
ALABAMA											
Jefferson	151,035	$26,952	$178	7,564	3,215	1,740	1,140	579	176	162	47
Mobile	58,705	9,512	162	2,921	1,432	689	465	201	53	67	14
Montgomery	25,124	3,505	140	1,970	869	510	319	176	59	36	1
Etowah	21,512	3,732	173	1,028	515	283	151	53	9	12	5
ARIZONA											
Maricopa	51,916	9,857	190	5,232	2,840	1,133	820	284	89	61	5
Pima	19,703	3,540	180	2,199	1,152	500	372	127	26	20	2
ARKANSAS											
Pulaski	39,037	5,995	154	3,252	1,670	686	508	257	77	49	5
Sebastian	14,083	2,395	170	1,176	568	280	190	80	34	23	1

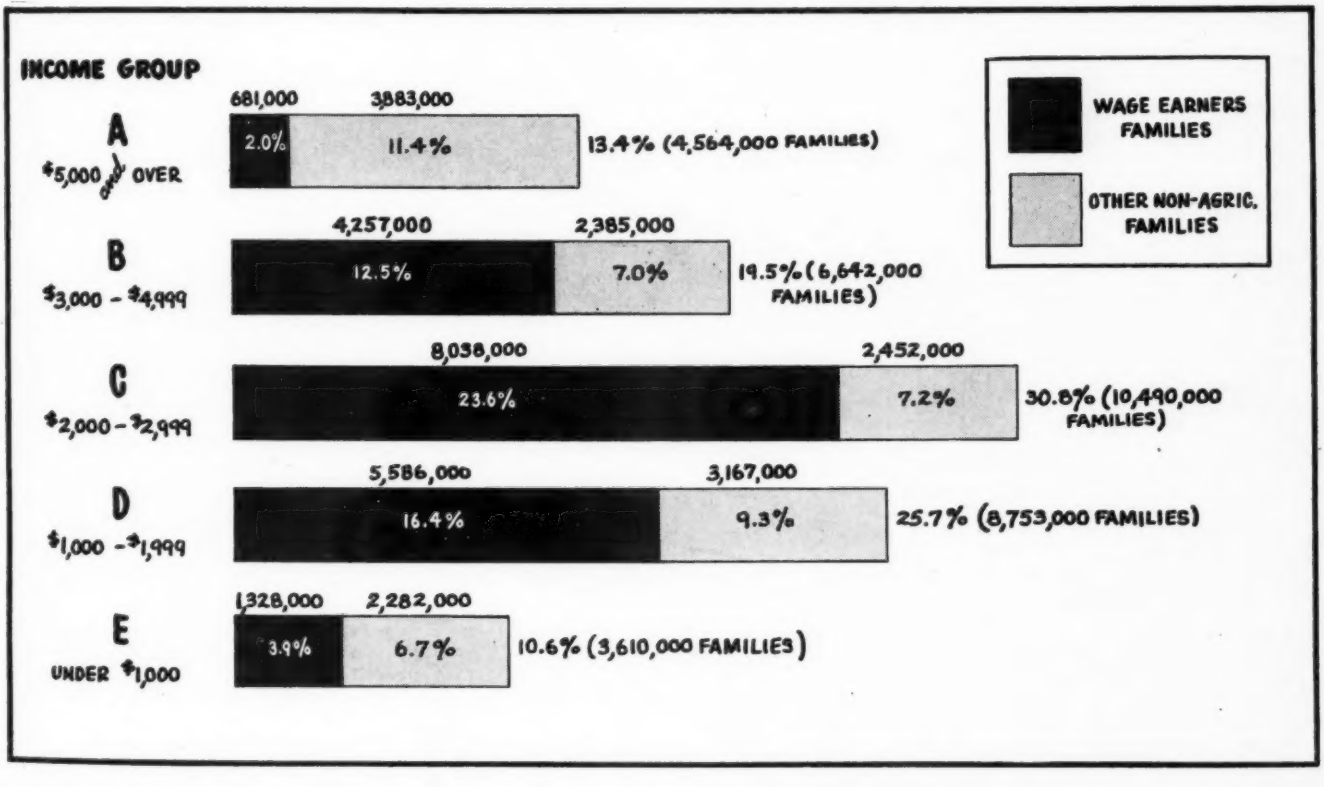
MARKETS are *these* PEOPLE



A market is more than an area with a certain amount of money in it. It is *people* with varying amounts of money to spend for your product, or anybody else's product.

HERE'S HOW THE FAMILIES DIVIDE BY INCOME GROUPS

(non-agricultural families as of Jan. 1, 1949)



HERE'S WHAT'S LEFT AFTER BASIC LIVING EXPENSES

Discretionary Spending Power Index ("Loose Money")

1939 = 100

	All non-Agricultural Families	Wage Earner Families
1948 4th Quarter	145	261
1948 Annual Average	136	242

IN OTHER WORDS—Wage Earners have $31 billions to spend, after meeting their basic living costs, compared to $21 billion for the other non-agricultural families.

The TRUE STORY Women's Group

America's largest magazine package—5,250,000 guaranteed . . . built to help you sell America's largest market—the Wage Earner.

1947 EMPLOYMENT DATA; ALL STATES AND LARGEST COUNTIES

Number of Employes, Taxable Monthly Payrolls, Average Pay, Number of Reporting Employers by Size Groups

STATE AND COUNTY	Total Employment	Taxable Monthly Payrolls (Add 000)	Average Monthly Pay	Total Reporting Units	With 0-3 Employes	4-7 Employes	8-19 Employes	20-49 Employes	50-99 Employes	100-499 Employes	500 or More Employes
CALIFORNIA											
Alameda	173,514	$ 38,969	$225	12,726	7,263	2,462	1,705	754	305	195	42
Butte	8,710	1,665	191	1,047	579	230	163	54	13	8	.....
Contra Costa	40,679	9,400	231	2,962	1,711	675	396	121	38	28	13
Fresno	39,158	8,096	207	4,341	2,448	910	629	228	72	52	2
Humboldt	13,399	2,809	210	1,247	702	255	180	67	25	15	3
Kern	24,609	5,213	212	3,077	1,736	692	432	142	49	24	2
Los Angeles	1,070,729	255,247	238	80,082	46,971	15,192	10,360	4,490	1,688	1,184	197
Marin	8,078	1,640	203	1,260	773	263	161	45	13	5	.....
Monterey	15,371	3,015	196	2,195	1,257	500	301	94	30	13	.....
Orange	27,664	5,699	206	3,932	2,429	805	473	147	54	23	1
Riverside	30,555	6,156	201	2,749	1,616	600	360	112	33	23	5
Sacramento	44,619	9,153	205	4,408	2,379	1,007	642	238	83	54	5
San Bernardino	33,426	7,264	217	3,870	2,313	835	497	149	46	26	4
San Diego	78,088	16,710	214	8,449	5,064	1,719	1,106	375	99	75	11
San Francisco	372,392	92,522	248	22,406	12,252	4,280	3,174	1,592	559	475	74
San Joaquin	30,966	6,467	209	3,286	1,787	724	486	196	53	35	5
San Mateo	28,529	6,348	223	2,980	1,781	629	370	128	42	23	7
Santa Barbara	13,644	2,640	193	2,048	1,185	449	277	99	32	6	.....
Santa Clara	44,467	9,704	218	4,661	2,634	1,005	626	258	79	53	6
Santa Cruz	9,207	1,739	189	1,388	826	306	176	56	16	8	.....
Solano	10,189	2,091	205	1,433	821	332	189	63	18	10	.....
Sonoma	12,979	2,398	185	2,023	1,213	437	264	79	21	9	.....
Stanislaus	14,424	2,820	196	1,949	1,051	444	316	96	34	8	.....
Tulari	13,797	2,592	188	2,032	1,172	463	260	102	26	9	.....
Ventura	9,991	2,009	201	1,592	958	353	189	69	13	10	.....
COLORADO											
Boulder	5,512	838	152	919	536	228	101	43	7	4	.....
Denver	132,044	24,644	187	10,248	5,425	2,283	1,465	658	259	135	23
El Paso	12,357	2,017	163	1,590	922	340	226	67	21	14	.....
Pueblo	15,936	3,053	192	1,239	669	301	164	70	18	16	1
Rio Blanco	610	108	177	106	50	31	22	3	.....	.....	.....
CONNECTICUT											
Fairfield	178,790	39,114	219	10,204	6,029	1,837	1,271	626	213	180	48
Hartford	202,884	43,737	216	9,890	5,762	1,785	1,383	574	196	138	52
Litchfield	25,305	4,983	197	1,813	1,141	326	228	59	22	27	8
Middlesex	16,054	3,246	202	1,201	697	241	134	80	26	19	4
New Haven	181,671	34,770	191	10,822	6,530	1,877	1,391	612	177	186	49
New London	32,348	6,324	195	2,623	1,659	470	275	116	49	45	9
Windham	16,193	3,010	186	1,062	671	188	136	45	17	19	6
DELAWARE											
New Castle	60,343	13,305	220	3,989	2,203	856	540	221	72	77	20
Sussex	11,519	1,839	160	1,074	576	227	185	62	8	14	2
DISTRICT OF COLUMBIA											
District of Columbia	214,463	42,400	198	16,956	9,431	3,282	2,471	1,127	381	234	30
FLORIDA											
Broward	15,536	2,848	183	1,691	877	409	283	83	23	14	2
Dade	125,279	24,512	196	10,798	5,491	2,521	1,667	706	247	150	16
Duval	71,669	12,071	168	5,129	2,441	1,227	804	399	153	92	13
Escambia	15,644	2,359	151	1,327	643	322	215	89	36	20	2
Hillsboro	56,104	9,046	161	4,209	2,170	957	598	296	101	80	7
Orange	19,888	3,176	160	2,248	1,161	548	332	148	34	25	.....
Palm Beach	22,274	3,999	180	2,414	1,225	622	370	131	38	26	2
Pinellas	26,413	4,256	161	3,177	1,780	770	413	137	45	30	2
Polk	23,566	3,904	166	1,912	969	486	278	106	43	22	8
Volusia	10,867	1,616	149	1,471	770	395	197	81	20	8	.....
GEORGIA											
Bibb	23,441	3,455	147	1,633	813	357	253	119	55	33	3
Chatham	36,013	5,636	156	2,357	1,164	558	359	177	49	42	8
Fulton	162,628	28,784	177	9,648	4,646	2,130	1,522	829	285	206	30
Muscogee	33,170	5,062	153	1,596	750	375	264	129	38	31	9
Richmond	22,147	3,195	144	1,538	801	386	266	108	47	26	4
IDAHO											
Ada	13,589	2,568	189	1,461	799	294	232	100	22	11	3
Twin Falls	6,210	1,038	167	813	443	178	125	48	14	5	.....

1947 EMPLOYMENT DATA; ALL STATES AND LARGEST COUNTIES

Number of Employes, Taxable Monthly Payrolls, Average Pay, Number of Reporting Employers by Size Groups

STATE AND COUNTY	Total Employment	Taxable Monthly Payrolls (Add 000)	Average Monthly Pay	Total Reporting Units	With 0-3 Employes	4-7 Employes	8-19 Employes	20-49 Employes	50-99 Employes	100-499 Employes	500 or More Employes
ILLINOIS											
Adams	14,921	$ 2,369	$159	1,263	706	288	155	71	20	19	4
Champaign	13,195	2,008	152	1,701	948	415	219	76	28	15	.....
Cook	1,750,821	398,591	227	100,730	59,346	18,005	12,064	6,406	2,480	2,047	382
Du Page	10,868	1,936	178	1,609	951	363	215	59	14	6	1
Kane	42,872	8,909	208	2,816	1,509	663	386	143	48	53	14
Kankakee	12,568	2,376	189	1,044	601	231	129	48	17	13	5
Knox	10,483	1,776	169	1,050	610	226	133	50	15	14	2
Lake	34,793	6,958	200	2,597	1,495	576	333	113	33	39	8
La Salle	28,061	5,222	186	2,080	1,188	481	248	94	33	29	7
McLean	16,713	2,529	151	1,541	936	311	189	65	21	16	3
Macon	23,914	4,503	188	1,803	1,023	384	234	92	29	35	6
Madison	51,033	10,252	201	2,947	1,762	652	332	117	35	35	14
Peoria	48,329	9,323	193	3,487	1,921	751	470	198	82	56	9
Rock Island	45,040	9,022	200	2,192	1,200	487	279	125	44	43	14
St. Clair	46,071	9,048	196	3,215	1,844	671	390	179	60	60	11
Sangamon	33,791	5,918	175	2,669	1,516	573	344	151	44	35	6
Vermilion	17,951	3,104	173	1,553	897	327	187	88	21	28	5
Will	25,703	5,484	213	1,939	1,113	411	239	92	45	33	6
Winnebago	55,220	12,062	218	2,772	1,412	622	385	183	86	67	17
INDIANA											
Allen	69,984	14,212	203	3,252	1,649	801	444	212	68	59	19
Delaware	26,849	5,528	206	1,512	778	346	232	94	28	29	5
Elkhart	23,011	4,490	195	1,590	853	365	202	96	38	30	6
Grant	16,732	3,022	181	967	505	225	138	49	22	24	6
Lake	126,703	28,994	229	5,046	2,950	1,116	595	219	61	76	28
La Porte	20,545	3,822	186	1,223	692	266	148	60	22	29	6
Madison	35,738	7,185	201	1,597	881	360	222	78	33	19	4
Marion	204,143	41,799	205	10,662	5,630	2,285	1,442	750	277	223	55
St. Joseph	70,147	16,520	236	3,279	1,785	711	458	191	71	49	14
Tippecanoe	16,627	3,061	184	1,060	546	260	152	59	26	13	4
Vanderberg	48,690	9,518	195	2,748	1,429	669	340	186	51	61	12
Vigo	26,493	4,966	187	1,891	966	448	262	130	35	45	5
Wayne	19,255	3,839	199	1,149	607	256	157	65	35	22	7
IOWA											
Black Hawk	29,583	5,575	188	1,776	941	428	272	82	27	20	6
Cerro Gordo	9,638	1,658	172	984	576	204	118	59	19	7	1
Des Moines	9,221	1,564	169	782	421	171	100	58	20	11	1
Dubuque	16,911	2,961	175	1,296	735	272	164	74	27	19	5
Linn	29,708	5,658	190	2,020	1,094	452	275	118	48	25	8
Polk	66,763	12,232	183	4,840	2,554	1,062	656	339	129	86	14
Pottawattamie	7,239	1,121	155	1,142	681	263	138	43	13	6	.....
Scott	24,894	4,488	180	2,009	1,094	440	248	130	54	41	2
Webster	8,836	1,479	167	889	512	199	105	40	19	13	1
Woodbury	29,371	5,110	174	2,239	1,203	502	312	139	51	26	6
KANSAS											
Montgomery	8,581	1,297	151	1,062	633	230	125	52	12	9	1
Reno	10,488	1,781	170	1,102	618	231	155	54	28	15	1
Saline	7,818	1,225	157	918	477	240	124	47	23	7	.....
Sedgwick	54,473	10,321	189	4,577	2,436	1,047	618	312	104	51	9
Shawnee	23,589	4,121	175	1,910	1,027	432	287	97	38	23	6
Wyandotte	35,876	7,634	213	2,106	1,172	449	272	127	44	30	12
KENTUCKY											
Fayette	22,838	3,308	145	1,789	912	340	321	132	52	30	2
Jefferson	149,740	27,822	186	8,457	4,655	1,576	1,212	573	212	183	46
Kenton	12,007	2,122	177	1,462	889	293	176	70	17	16	1
McCracken	8,957	1,286	144	814	450	165	122	48	17	11	1
LOUISIANA											
Caddo	33,870	5,863	173	2,770	1,366	571	490	225	73	40	5
Calcasieu	15,590	3,004	193	1,128	595	245	178	69	25	13	3
East Baton Rouge	23,588	4,162	176	1,686	806	374	300	129	41	32	4
Orleans	164,208	29,117	177	8,554	4,448	1,618	1,332	679	242	188	47
Ouachita	12,251	1,883	154	1,089	515	278	185	70	26	14	1
Rapides	11,316	1,561	138	1,026	517	200	195	71	27	16	.....
MAINE											
Androscoggin	26,969	4,494	167	1,642	864	374	222	114	32	28	8
Aroostook	8,053	1,244	154	1,216	733	264	158	44	9	7	1
Cumberland	40,859	7,265	178	3,682	2,083	778	483	209	72	53	4
Kennebec	21,054	3,653	174	1,573	963	324	185	63	12	16	10
Oxford	10,819	1,950	180	902	540	199	94	44	9	14	2

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MAINE (Con't.)											
Penobscot	24,543	$ 4,492	$183	2,060	1,204	411	286	89	30	33	7
Somerset	8,615	1,389	161	799	496	160	85	30	9	18	1
York	22,885	3,930	172	1,501	962	302	163	40	17	13	4
MARYLAND											
Allegany	23,133	4,792	207	1,415	806	334	177	62	16	17	3
Anne Arundel	6,676	1,012	152	850	479	186	135	35	7	7	1
Baltimore	39,783	8,001	201	1,629	910	367	229	72	23	19	9
Baltimore City	345,028	67,446	195	18,499	10,027	3,531	2,646	1,347	484	380	84
Montgomery	11,045	1,960	177	1,336	715	286	218	80	28	9	0
Prince Georges	9,055	1,589	175	1,107	606	231	181	66	14	9	.....
Washington	21,753	3,480	160	1,306	752	255	176	67	29	23	4
Wicomico	9,691	1,400	144	775	388	159	127	65	20	16	.....
MASSACHUSETTS											
Barnstable	5,546	865	156	1,052	640	252	125	25	8	2	.....
Berkshire	41,257	8,008	194	2,151	1,245	428	305	103	25	32	13
Bristol	122,353	22,281	182	6,481	3,546	1,258	905	416	164	148	44
Essex	156,822	29,821	190	9,187	5,052	1,934	1,308	506	199	157	31
Franklin	14,068	2,705	192	955	541	201	136	38	13	24	2
Hampden	123,679	25,879	209	6,410	3,418	1,276	964	429	144	138	41
Hampshire	15,247	2,720	178	1,147	655	228	162	53	23	22	4
Middlesex	214,901	41,489	193	14,550	8,013	3,064	1,968	875	311	272	47
Norfolk	65,049	12,463	191	5,200	3,012	1,102	637	285	76	75	13
Plymouth	40,419	7,319	181	3,233	1,808	673	467	149	59	70	7
Suffolk	401,903	82,776	206	25,797	13,602	5,126	3,899	1,941	715	441	73
Worcester	174,176	35,331	203	8,702	4,628	1,737	1,289	573	215	209	51
MICHIGAN											
Bay	19,340	3,683	190	1,385	759	319	194	61	22	24	6
Berrien	29,052	6,043	208	1,907	1,013	498	233	99	29	25	10
Calhoun	31,527	6,567	208	2,020	1,186	427	253	94	42	25	13
Genesee	81,333	17,933	220	3,621	2,090	849	434	167	45	29	7
Ingham	49,695	10,647	214	2,726	1,447	603	409	163	50	45	9
Jackson	30,405	6,672	219	1,834	989	432	237	103	31	32	10
Kalamazoo	35,179	7,420	211	2,180	1,160	517	261	126	59	47	10
Kent	93,884	18,950	202	5,542	2,979	1,230	706	353	139	113	22
Lenawee	13,986	2,807	201	1,007	556	263	115	43	12	12	6
Macomb	12,526	2,401	192	1,911	1,162	430	211	84	11	13	.....
Muskegon	43,658	10,640	244	1,885	1,000	466	258	87	34	25	15
Oakland	69,200	15,252	220	4,605	2,708	1,049	555	196	55	35	7
Ottawa	15,240	3,034	199	1,133	608	279	134	53	30	28	1
Saginaw	40,234	8,516	212	2,357	1,294	573	271	122	50	37	10
St. Clair	20,208	4,070	201	1,307	748	321	155	41	21	15	6
Washtenaw	32,854	6,864	209	1,949	1,055	483	256	94	31	23	7
Wayne	906,465	214,430	237	41,817	23,724	8,963	5,068	2,410	809	647	196
MINNESOTA											
Hennepin	219,884	43,596	199	13,786	7,253	2,861	1,963	1,020	375	269	45
Ramsey	112,552	22,011	196	6,560	3,516	1,320	942	440	179	135	28
St. Louis	49,111	8,923	182	3,795	2,061	842	511	246	75	52	8
Stearns	7,576	1,172	155	1,048	622	244	119	37	17	9	.....
MISSISSIPPI											
Harrison	12,709	1,389	109	1,152	589	304	149	72	17	20	1
Hinds	32,503	4,743	146	2,278	1,012	558	391	197	74	39	5
Lauderdale	12,559	1,629	130	1,006	438	273	182	69	24	18	2
MISSOURI											
Buchanan	27,039	5,047	187	1,846	993	430	258	93	32	35	5
Greene	18,807	2,854	152	2,007	1,063	473	294	109	43	24	1
Jackson	188,848	35,745	189	13,382	7,171	2,823	1,767	1,016	356	214	35
Jasper	17,718	2,863	162	1,857	1,019	436	235	106	31	30	.....
St. Louis County	23,389	3,824	164	3,445	2,152	728	357	152	36	18	2
St. Louis City	406,581	79,262	195	22,399	12,226	4,622	2,744	1,585	591	529	102
MONTANA											
Cascade	10,714	2,011	188	1,069	566	244	151	74	26	7	1
Silver Bow	13,853	2,880	208	1,046	616	218	136	48	14	12	2
Yellowstone	9,594	1,682	175	1,154	622	265	148	84	28	7	.....
NEBRASKA											
Douglas	86,509	16,265	188	5,961	3,148	1,313	816	396	158	116	14
Lancaster	26,408	4,165	158	2,161	1,192	479	277	122	52	33	6

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NEVADA											
Washoe	13,798	$ 2,852	$207	1,457	781	302	231	102	23	18	.....
NEW HAMPSHIRE											
Hillsboro	55,336	9,827	178	3,139	1,752	621	401	196	77	78	14
Merrimack	12,057	1,821	151	1,162	695	223	158	49	17	18	2
Rockingham	11,197	1,733	155	1,276	787	251	148	56	16	18	.....
NEW JERSEY											
Atlantic County	32,711	5,721	174	3,526	2,228	646	400	139	63	45	5
Bergen County	84,459	18,063	214	7,616	4,705	1,366	939	386	116	89	15
Burlington	16,752	3,113	185	1,534	974	281	169	59	22	26	3
Camden	72,213	15,268	211	4,464	2,737	834	514	227	66	74	12
Cumberland	25,883	4,353	168	1,644	940	306	215	107	41	29	6
Essex	309,822	68,753	221	20,565	12,234	3,597	2,476	1,299	509	389	61
Gloucester	11,362	2,359	207	1,153	751	194	133	50	16	6	3
Hudson	244,698	55,909	228	13,835	8,652	2,213	1,578	776	308	251	57
Mercer	69,723	14,420	206	3,880	2,186	737	527	245	79	85	21
Middlesex	76,435	17,110	223	4,170	2,506	682	511	225	127	95	24
Monmouth	31,735	5,692	179	4,157	2,669	752	469	176	58	28	5
Morris	25,336	5,315	209	2,482	1,569	474	264	92	42	38	3
Ocean	6,401	1,036	161	1,263	814	253	137	42	11	1	0
Passaic	122,264	27,121	221	7,688	4,540	1,300	978	476	199	172	23
Somerset	21,899	4,957	226	1,272	793	229	155	56	21	14	4
Union	112,464	25,765	229	6,907	4,263	1,180	780	372	159	125	28
NEW MEXICO											
Bernalillo	19,101	3,002	157	2,297	1,246	535	321	135	38	22	0
NEW YORK											
Albany	58,439	11,494	196	4,132	2,284	807	576	280	98	75	12
Broome	59,571	12,238	205	2,832	1,605	556	402	164	47	46	12
Cattaraugus	16,006	2,990	186	1,296	708	287	186	67	21	24	3
Cayuga	15,220	2,971	195	1,011	603	190	136	43	19	15	5
Chautauqua	34,523	6,522	188	2,231	1,260	442	297	129	43	47	13
Chemung	28,086	5,805	206	1,444	809	277	207	87	29	27	8
Dutchess	25,522	5,216	204	2,142	1,334	394	249	87	36	36	6
Erie	256,915	54,526	212	14,338	8,383	2,507	1,913	869	321	274	71
Fulton	15,088	2,452	158	1,176	646	215	164	88	31	32	.....
Jefferson	15,636	2,912	186	1,462	851	291	215	58	28	15	4
Monroe	180,428	40,603	225	7,678	4,381	1,375	1,037	510	192	130	53
Montgomery	19,729	3,589	181	1,001	613	190	110	55	17	12	4
Nassau	76,065	15,978	210	8,615	5,677	1,461	978	365	68	59	7
New York City (5 Counties)	2,953,972	697,535	236	229,862	136,165	38,327	30,942	15,261	5,231	3,451	485
Niagara	63,590	15,023	236	2,637	1,526	520	315	150	50	57	19
Oneida	58,420	11,828	202	3,564	2,095	665	484	169	63	70	18
Onondaga	106,347	21,714	204	5,661	3,195	1,005	820	389	133	102	37
Orange	26,905	4,817	179	2,760	1,740	469	317	122	69	40	3
Oswego	13,396	2,500	186	1,009	614	189	124	51	16	11	4
Rensselaer	27,704	5,156	186	1,899	1,127	359	226	103	39	39	6
Rockland	12,799	2,496	194	1,254	827	205	139	43	23	15	2
St. Lawrence	15,602	2,951	189	1,261	784	228	171	46	15	15	2
Schenectady	54,184	12,022	221	2,049	1,254	381	254	100	22	30	8
Steuben	19,197	3,669	191	1,240	744	262	149	54	11	18	2
Suffolk	24,030	4,423	184	4,132	2,728	782	426	140	40	14	2
Ulster	15,418	2,502	162	1,720	1,103	276	200	83	30	27	1
Westchester	108,538	22,305	205	11,825	7,721	1,950	1,342	527	171	97	17
NORTH CAROLINA											
Buncombe	27,896	4,387	157	1,707	848	405	269	108	38	32	7
Durham	26,780	4,447	166	1,350	618	332	234	96	36	25	9
Forsyth	40,597	6,987	172	1,783	905	401	254	121	55	41	6
Gaston	35,213	6,102	173	1,097	512	253	166	75	20	56	15
Guilford	57,023	9,282	162	2,958	1,379	686	471	236	82	89	15
Mecklenberg	58,388	9,859	168	3,080	1,319	692	531	338	105	82	13
New Hanover	12,009	1,708	142	1,122	565	278	158	70	29	21	.....
Wake	21,153	3,373	159	1,754	811	422	306	143	39	31	2
NORTH DAKOTA											
Cass	13,320	2,275	170	1,258	630	284	202	93	34	14	1
OHIO											
Allen	24,929	4,969	199	1,538	873	313	221	64	34	26	7
Ashtabula	12,793	2,191	171	1,223	739	254	135	54	21	17	3
Belmont	15,457	3,090	199	1,075	615	232	139	54	15	12	8

1947 EMPLOYMENT DATA; ALL STATES AND LARGEST COUNTIES

Number of Employes, Taxable Monthly Payrolls, Average Pay, Number of Reporting Employers by Size Groups

STATE AND COUNTY	Total Employment	Taxable Monthly Payrolls (Add 000)	Average Monthly Pay	Total Reporting Units	With 0-3 Employes	4-7 Employes	8-19 Employes	20-49 Employes	50-99 Employes	100-499 Employes	500 or More Employes
OHIO (Con't.)											
Butler	39,451	$ 8,640	$219	1,950	1,103	393	238	120	39	43	14
Clark	32,383	6,319	195	1,738	951	347	251	106	37	39	7
Columbiana	20,954	3,967	189	1,562	910	310	199	77	34	26	6
Cuyahoga	503,528	114,454	227	24,895	13,840	4,640	3,284	1,787	622	570	152
Erie	14,242	2,818	197	1,018	601	221	103	47	20	22	4
Franklin	137,669	26,211	190	8,688	4,690	1,703	1,278	632	187	161	37
Hamilton	262,162	54,677	208	15,135	8,319	3,012	2,071	975	339	341	78
Jefferson	21,241	4,269	200	1,387	781	280	185	71	25	20	5
Licking	14,821	2,734	184	1,044	612	211	139	50	18	11	3
Lorain	41,096	8,669	210	1,992	1,152	407	259	102	30	34	8
Lucas	132,548	29,687	223	7,063	3,854	1,430	1,006	469	146	121	37
Mahoning	79,797	16,753	209	3,563	2,029	679	495	210	66	64	20
Montgomery	147,726	32,937	222	6,093	3,222	1,207	930	435	156	108	35
Muskingum	18,518	3,190	172	1,204	673	245	154	77	23	27	5
Richland	28,000	5,965	213	1,369	730	266	226	83	30	26	8
Scioto	18,661	3,332	177	1,032	599	211	133	51	23	11	4
Stark	87,189	17,426	199	4,607	2,626	935	611	246	91	77	21
Summit	148,161	37,171	250	5,828	3,264	1,170	782	350	131	100	31
Trumbull	46,005	9,539	207	2,060	1,214	415	256	81	41	37	16
Tuscarawas	13,909	2,483	178	1,158	658	248	155	59	16	20	2
OKLAHOMA											
Muskogee	9,282	1,381	148	1,055	596	239	130	55	23	12	.....
Oklahoma	76,226	13,570	178	6,526	3,387	1,498	971	427	142	90	11
Tulsa	62,335	11,999	192	5,326	2,824	1,213	734	330	140	78	7
OREGON											
Jackson	8,420	21,693	201	1,032	550	245	151	59	21	6	.....
Lane	21,703	5,696	262	2,225	1,179	485	331	167	36	26	1
Marion	14,739	2,808	195	1,707	974	374	213	90	38	18	.....
Multnomah	148,561	32,406	218	11,450	6,451	2,134	1,621	759	277	175	33
PENNSYLVANIA											
Allegheny	472,869	100,811	213	22,458	12,127	4,642	3,258	1,400	478	425	128
Armstrong	20,919	4,588	219	1,000	604	179	125	47	17	21	7
Beaver	52,603	11,378	216	2,173	1,265	457	263	93	37	25	13
Berks	81,891	15,021	183	4,303	2,276	852	625	285	129	115	21
Blair	20,651	3,044	147	1,826	1,000	406	255	98	42	21	4
Bucks	24,244	4,538	187	1,884	1,077	395	244	96	33	34	5
Butler	17,597	3,450	196	1,303	756	278	169	58	22	17	3
Cambria	51,960	10,051	193	2,432	1,255	519	395	144	58	46	15
Chester	27,372	5,174	189	2,206	1,245	502	281	97	39	37	5
Clearfield	16,535	2,930	177	1,207	624	246	189	81	33	31	3
Crawford	16,055	2,943	183	1,085	620	233	137	59	22	10	4
Cumberland	14,402	2,293	159	1,179	633	249	187	72	17	19	2
Dauphin	52,587	9,504	180	3,267	1,668	705	527	198	88	71	9
Delaware	70,051	15,200	216	4,343	2,517	911	591	181	81	48	14
Erie	66,572	12,922	194	3,054	1,578	618	495	208	70	63	22
Fayette	34,944	7,503	214	2,258	1,205	491	322	156	37	34	13
Franklin	13,896	2,204	158	1,111	631	244	146	57	17	12	4
Lackawanna	67,291	12,178	180	3,965	2,217	735	542	215	136	98	22
Lancaster	63,931	10,966	171	3,782	2,001	802	537	230	104	98	10
Lawrence	24,881	5,020	201	1,470	827	314	213	69	20	21	6
Lebanon	20,501	3,311	161	1,320	691	288	192	80	35	31	3
Lehigh	60,086	10,632	176	3,217	1,681	618	458	245	110	94	11
Luzerne	106,952	20,171	188	5,167	2,930	949	684	306	139	133	46
Lycoming	25,430	4,297	168	1,705	930	358	247	81	42	40	7
McKean	18,646	3,694	198	1,491	775	352	241	77	21	20	5
Mercer	30,663	6,352	207	1,420	768	315	213	78	25	15	6
Montgomery	84,113	16,784	199	5,367	3,008	1,109	719	277	127	104	23
Northampton	62,280	11,486	184	3,034	1,712	572	403	183	66	89	9
Northumberland	30,127	5,402	179	1,753	957	369	241	99	46	32	9
Philadelphia	727,923	153,895	211	38,650	21,407	7,157	5,074	2,771	1,127	969	145
Schuylkill	39,697	6,991	176	2,663	1,493	519	361	150	68	63	9
Venango	15,473	2,838	183	1,074	615	216	142	59	17	20	5
Washington	57,694	12,137	210	2,664	1,525	559	361	124	32	43	20
Westmoreland	71,384	14,154	198	3,814	2,190	806	515	159	64	56	24
York	62,406	10,892	174	3,306	1,664	655	518	233	125	97	14
RHODE ISLAND											
Providence	216,557	41,148	190	11,371	6,397	1,947	1,519	773	292	276	67

1947 EMPLOYMENT DATA; ALL STATES AND LARGEST COUNTIES

Number of Employes, Taxable Monthly Payrolls, Average Pay, Number of Reporting Employers by Size Groups

STATE AND COUNTY	Total Employment	Taxable Monthly Payrolls (Add 000)	Average Monthly Pay	Total Reporting Units	With 0-3 Employes	4-7 Employes	8-19 Employes	20-49 Employes	50-99 Employes	100-499 Employes	500 or More Employes
SOUTH CAROLINA											
Charleston	27,849	$ 4,186	$150	2,252	1,192	521	310	140	56	28	5
Greenville	45,544	7,417	162	2,084	1,020	500	328	123	50	47	16
Richland	28,783	4,302	149	2,287	1,169	488	345	174	75	33	3
Spartanburg	33,175	5,271	158	1,493	783	357	192	91	30	22	18
SOUTH DAKOTA											
Minnehaha	16,716	2,936	175	1,513	802	339	232	93	34	11	2
TENNESSEE											
Davidson	83,064	13,613	163	5,404	2,738	1,229	774	402	138	105	18
Hamilton	60,506	9,921	163	3,445	1,742	790	485	229	93	93	13
Knox	52,183	8,672	166	3,246	1,589	783	466	255	67	75	11
Shelby	115,312	19,627	170	7,738	3,951	1,825	1,040	526	223	153	20
TEXAS											
Arkansas, Bee, Calhoun, Goliad, Jackson, Refugio and Victoria	9,891	1,341	135	1,446	822	349	177	79	12	6	1
Armstrong, Briscoe, Carson, Donley, Gray and Hall	6,623	1,057	159	1,196	723	291	129	44	7	2	.....
Austin, Colorado, Waller and Wharton	6,022	849	140	1,173	710	303	123	28	6	3	.....
Bexar	85,786	13,047	152	7,689	4,013	1,811	1,082	469	187	120	7
Brazos, Burleson, Fayette, Lee, Milan, Robertson and Washington	9,740	1,089	111	1,989	1,261	451	216	50	8	3	.....
Callahan, Jones, Shackelford and Taylor	13,275	1,915	144	1,990	1,184	461	230	77	26	12	.....
Cameron	13,595	1,873	137	1,527	800	380	220	86	26	14	1
Cooke and Grayson	12,620	1,727	136	1,465	805	393	163	75	14	15	.....
Cottle, Crosby, Dickens, Floyd, Garza, Hale, King and Motley	6,266	890	142	1,183	745	284	120	24	7	3	.....
Crane, Ector, Loving, Reeves, Ward and Winkler	10,071	1,616	160	1,439	741	355	241	89	10	3	.....
Dallam, Hansford, Hartley, Hemphill, Hutchinson, Lipscomb, Moore, Ochiltree, Roberts and Sherman	11,074	2,104	189	1,190	713	284	127	47	5	12	2
Dallas	195,428	36,500	186	12,984	6,578	3,002	1,801	933	354	281	35
Dewitt, Gonzales, Karnes and Lavaca	7,504	827	110	1,269	750	339	132	34	10	3	1
El Paso	30,191	4,915	162	2,574	1,347	592	379	153	47	53	3
Galveston	34,442	5,762	167	2,004	1,089	458	279	100	32	34	12
Gregg, Rusk and Upshur	17,926	2,459	137	2,233	1,121	558	366	146	32	9	1
Harris	224,736	43,567	193	14,050	7,157	3,134	2,005	1,038	390	285	41
Hidalgo	13,701	1,785	128	1,734	935	428	232	108	18	12	1
Jefferson	54,731	11,432	208	3,132	1,726	708	408	174	59	48	9
Lubbock	14,392	2,228	154	1,692	859	441	248	92	36	15	1
McLennan	22,162	3,323	149	2,214	1,190	537	306	107	41	31	2
Nueces	30,021	4,955	165	2,792	1,420	636	489	185	51	28	3
Potter and Randall	19,148	3,430	179	2,000	1,015	481	314	133	34	23	.....
Smith	11,958	1,931	161	1,326	703	311	183	87	26	16	.....
Tarrant	90,301	16,327	180	6,364	3,410	1,410	918	385	115	114	12
Travis	25,702	3,727	145	2,645	1,422	619	369	144	56	32	3
Wichita	19,289	3,266	169	2,174	1,100	531	347	127	50	19	.....
UTAH											
Salt Lake	63,949	12,225	189	5,091	2,594	1,115	803	379	111	81	8
Weber	11,811	2,037	172	1,204	641	263	163	84	38	15	.....
VERMONT											
Chittendon	12,910	2,149	166	1,098	611	218	156	79	23	9	2
VIRGINIA											
Arlington	22,905	4,270	186	1,999	976	499	306	139	49	29	1
Campbell	24,231	3,752	154	1,414	731	299	213	91	46	24	10
Henrico	102,614	18,604	181	6,038	3,019	1,348	920	459	165	108	19
Norfolk	64,419	10,383	161	5,959	3,208	1,342	813	369	121	100	6
Pittsylvania	23,158	3,728	160	1,224	642	290	186	74	19	12	1
Roanoke	32,291	5,177	160	2,237	1,170	474	317	166	60	45	5
Warwick	24,427	4,931	201	1,306	679	320	184	86	19	15	3
WASHINGTON											
Clark	12,570	2,963	235	1,050	585	226	147	62	18	10	2

1947 EMPLOYMENT DATA; ALL STATES AND LARGEST COUNTIES

Number of Employes, Taxable Monthly Payrolls, Average Pay, Number of Reporting Employers by Size Groups

STATE AND COUNTY	Total Employment	Taxable Monthly Payrolls (Add 000)	Average Monthly Pay	Total Reporting Units	With 0-3 Employes	4-7 Employes	8-19 Employes	20-49 Employes	50-99 Employes	100-499 Employes	500 or More Employes
Washington (Con't)											
Grays Harbor	$ 15,490	$ 3,079	$198	1,250	667	258	190	78	29	26	2
King	201,600	44,908	222	15,439	8,457	3,220	2,228	966	318	216	34
Kitsap	6,757	1,254	185	1,119	639	262	165	38	9	6	.....
Pierce	47,492	9,976	210	4,299	2,422	881	582	258	88	59	9
Snohomish	19,039	3,869	203	1,740	1,009	388	208	86	25	19	5
Spokane	46,519	9,002	193	4,140	2,281	850	581	278	95	48	7
Whatcom	13,026	2,669	204	1,267	755	235	170	65	25	15	2
Yakima	16,744	3,030	180	1,935	1,064	412	290	116	36	17	.....
WEST VIRGINIA											
Cabell	27,277	4,920	180	1,898	937	474	271	136	43	29	8
Harrison	25,248	4,941	195	1,339	705	267	210	91	32	26	8
Kanawha	59,463	13,301	223	3,551	1,918	773	510	208	68	52	22
Marion	19,198	3,631	189	1,024	566	230	130	56	16	20	6
Ohio	26,195	4,749	181	1,768	991	330	237	127	39	37	7
Wood	18,171	3,051	167	1,211	696	243	163	65	18	21	5
WISCONSIN											
Brown	21,312	3,850	180	1,779	952	398	251	107	35	30	6
Dane	36,344	6,382	175	3,160	1,804	643	450	168	57	31	7
Fond Du Lac	13,327	2,273	170	1,318	778	276	160	66	20	15	3
Kenosha	24,026	4,942	205	1,173	711	232	144	44	20	17	5
La Crosse	18,251	3,165	173	1,277	723	275	160	70	24	20	5
Manitowoc	16,536	2,871	173	1,191	721	227	143	49	24	22	5
Marathon	13,379	2,442	182	1,143	673	233	132	64	21	17	3
Milwaukee	317,474	65,746	207	16,348	9,512	3,029	1,983	1,043	387	305	89
Outagamie	17,536	3,234	184	1,422	842	276	181	75	20	22	6
Racine	31,944	6,573	205	2,074	1,225	410	233	113	39	43	11
Rock	26,494	5,522	208	1,649	958	350	205	80	26	21	9
Sheboygan	21,052	3,972	188	1,463	857	272	181	88	31	28	6
Waukesha	12,614	2,452	194	1,254	746	294	128	54	14	16	2
Winnebago	28,483	5,510	193	1,879	950	347	200	102	35	38	7
ALASKA	15,716	3,734	238	1,620	916	368	236	62	21	15	2
HAWAII											
Honolulu	68,434	15,068	220	4,815	2,659	1,006	695	255	93	85	22

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EMPLOYMENT AND PAYROLLS BY STATES—1947

(See "Notes" page 140, for description of these figures, their source, etc.)

STATE	Total Employment	Taxable Monthly Payrolls (Add 000)	Average Monthly Pay	Total Reporting Units	TOTAL EMPLOYMENT IN								
					Agriculture Forestry Fishing	Mining	Contract Construction	Manufacturing	Public Utilities	Wholesale Trade	Retail Trade	Finance Insurance& Real Estate	Service Industries
Alabama	484,261	$ 75,300	$155	31,310	790	30,546	22,797	223,486	34,259	31,086	79,728	16,395	41,264
Arizona	112,380	21,185	188	11,572	403	11,160	11,465	15,394	9,675	10,261	29,665	5,860	17,564
Arkansas	199,420	27,820	139	20,694	663	5,667	12,371	69,697	14,145	19,159	44,973	7,286	23,806
California	2,340,333	541,132	231	191,962	9,281	37,224	183,855	662,901	220,054	213,128	511,418	133,940	352,404
Colorado	239,233	42,818	179	24,572	340	13,111	14,811	51,919	22,285	24,737	65,820	12,583	32,088
Connecticut	682,628	144,912	212	39,150	2,180	484	26,190	423,128	30,691	30,755	90,812	33,654	42,670
Delaware	87,767	19,558	224	6,030	173	86	5,714	43,794	5,838	5,315	14,901	4,987	6,380
District of Columbia	214,463	42,400	193	16,956	30	239	16,367	17,110	23,290	17,866	71,078	21,771	45,398
Florida	507,843	85,580	168	47,501	3,731	5,896	45,856	97,989	49,889	46,981	134,841	29,363	88,638
Georgia	590,397	89,903	152	40,231	1,381	3,411	34,651	265,085	39,353	51,752	108,748	25,433	55,582
Idaho	80,324	14,280	178	10,091	251	4,209	5,519	17,734	6,932	7,603	23,403	2,758	11,086
Illinois	2,624,340	563,430	214	174,370	3,329	47,286	103,413	1,235,310	183,411	198,417	458,807	140,464	245,347
Indiana	991,101	195,854	197	63,968	1,815	15,057	42,620	542,441	52,894	56,896	170,206	31,880	72,596
Iowa	420,213	70,063	166	48,712	1,770	3,094	22,993	140,179	29,593	44,760	108,234	20,755	46,426
Kansas	289,136	48,808	168	35,220	811	14,986	18,948	73,954	27,714	30,347	76,755	12,882	31,051
Kentucky	420,287	71,385	169	31,730	614	67,930	20,503	137,266	26,338	36,843	75,872	15,228	37,307
Louisiana	407,889	68,137	167	28,131	1,226	17,871	27,174	126,270	50,426	40,756	80,849	17,333	43,305
Maine	204,754	34,879	170	17,687	930	357	8,077	114,579	11,757	12,328	34,260	5,704	15,312
Maryland	535,176	101,075	188	33,360	1,124	2,754	34,729	236,135	51,829	39,077	97,271	25,857	43,833
Massachusetts	1,425,192	282,845	198	86,571	5,988	2,001	51,522	737,030	95,080	94,859	250,619	72,361	111,482
Michigan	1,769,739	395,434	223	101,602	1,506	10,918	63,667	1,044,991	89,477	95,550	277,913	52,189	127,355
Minnesota	571,749	105,239	184	52,329	1,257	13,186	30,899	187,883	41,521	62,261	139,971	30,007	62,254
Mississippi	220,909	28,906	131	20,403	575	3,503	13,739	91,117	14,143	18,320	47,621	6,591	22,637
Missouri	901,012	162,413	180	70,526	1,948	7,189	42,804	346,558	69,849	93,985	191,110	48,546	94,707
Montana	86,723	15,352	178	11,683	84	8,652	5,287	16,547	6,874	8,963	24,508	3,580	11,561
Nebraska	200,548	32,454	162	24,937	463	667	11,209	47,215	16,473	25,681	57,518	13,553	26,771
Nevada	36,805	7,873	218	3,804	69	3,419	4,041	3,855	2,689	1,539	9,686	1,078	10,183
New Hampshire	141,401	24,323	172	10,960	233	234	6,113	85,134	7,907	5,690	21,291	4,029	10,002
New Jersey	1,362,348	297,106	218	91,457	1,974	4,331	62,338	786,690	95,619	72,531	187,403	60,462	106,228
New Mexico	79,506	13,338	168	9,569	141	8,175	9,097	10,411	6,114	6,487	20,447	2,888	15,006
New York	4,590,015	1,036,385	225	341,215	3,670	10,884	172,287	1,905,247	392,144	453,923	748,167	376,879	505,431
North Carolina	681,047	104,513	153	40,104	1,183	2,789	37,421	382,819	30,565	44,739	103,802	19,929	52,095
North Dakota	55,066	8,272	150	9,461	71	456	2,778	5,726	4,842	9,939	20,085	2,786	8,018
Ohio	2,218,359	464,510	209	128,654	2,270	32,566	91,248	1,213,965	117,931	139,979	371,447	73,128	166,440
Oklahoma	318,780	56,229	176	34,415	558	37,730	22,971	60,229	32,228	31,336	77,096	14,737	39,102
Oregon	314,015	67,578	215	29,587	1,043	1,109	19,972	118,146	27,725	28,120	65,775	13,472	35,913
Pennsylvania	2,903,465	577,649	198	159,481	2,417	201,039	112,068	1,463,216	172,457	177,373	445,958	107,478	211,765
Rhode Island	257,323	48,893	190	14,709	357	236	8,743	159,072	13,922	12,026	37,386	8,734	15,618
South Carolina	336,331	49,710	147	21,358	755	1,204	19,271	192,835	13,953	17,388	55,123	9,495	24,070
South Dakota	67,606	10,020	149	10,806	216	2,445	3,799	11,288	5,680	9,010	22,696	3,421	8,550
Tennessee	561,633	91,483	163	38,822	748	13,437	33,188	245,617	30,060	49,723	105,572	22,028	58,099
Texas	1,347,276	228,409	169	125,146	3,521	73,855	123,944	324,466	138,719	128,955	316,472	58,755	168,533
Utah	113,334	21,246	188	10,461	57	13,261	8,426	22,756	9,155	11,202	28,671	5,508	13,923
Vermont	75,974	12,793	170	7,156	98	663	3,059	39,584	5,022	4,874	13,647	2,584	6,055
Virginia	554,251	90,494	163	41,211	2,069	21,654	41,138	209,684	41,934	46,291	110,598	22,825	54,225
Washington	485,040	102,187	210	42,981	2,496	3,353	33,242	155,835	48,053	49,283	107,162	23,913	58,463
West Virginia	416,620	83,929	201	25,073	365	126,536	16,733	131,058	26,353	19,452	56,102	8,886	29,676
Wisconsin	791,486	152,004	192	60,928	1,282	2,325	32,408	418,158	47,350	57,372	141,309	27,654	61,372
Wyoming	44,363	8,490	192	5,554	51	7,736	3,923	4,926	5,689	3,124	10,998	1,469	6,097
Alaska	15,716	3,734	248	1,620	286	621	4,214	1,861	2,314	681	3,376	319	1,945
Hawaii	84,399	18,114	214	6,401	1,130	269	10,422	23,267	11,446	6,587	16,978	3,384	10,414
U. S. Total	34,494,168	6,869,244	199	2,512,280	69,723	897,811	1,760,024	14,921,557	2,547,853	2,705,310	6,364,148	1,666,801	3,386,047

(Editor's Note: State figures do not add up to the national totals because the census classification #4 "Water Transportation" includes ships at sea, which are not included in state totals; also omitted from state figures are "Unclassified" and "Not elsewhere classified.")

SHOE STORES—EMPLOYMENT DATA

Census Classification—566

Data given below were compiled by Department of Commerce from Social Security Administration records for the first quarter of 1947, covering those business firms subject to Old-Age and Survivors Insurance. For state and leading-county data covering industry as a whole, see pages commencing 140.

STATE	Employment	Monthly Payrolls (Add 000)	Reporting Units	With up to 3 Employes	4-7 Employes	8-19 Employes	20-49 Employes	50-99 Employes	100-499 Employes	Over 500 Employes
Alabama	1,068	$ 155	142	48	46	36	12	....	....	....
Arizona	247	45	33	12	10	9	2	....	....	....
Arkansas	534	65	107	56	28	21	2	....	....	....
California	7,082	1,532	787	359	223	143	44	7	11	....
Colorado	534	88	68	23	27	13	4	1	....	....
Connecticut	1,242	219	253	135	75	35	8	....	....	....
Delaware	133	22	27	12	9	6	....	....	....	....
District of Columbia	1,064	227	78	30	16	19	12	....	1	....
Florida	1,352	268	200	77	63	51	8	1	....	....
Georgia	1,437	239	174	67	49	48	9	....	1	....
Idaho	118	14	28	12	10	6	....	....	....	....
Illinois	5,912	955	869	461	234	135	33	2	4	....
Indiana	2,310	339	410	193	146	58	12	....	1	....
Iowa	1,196	462	280	147	96	36	1	....	....	....
Kansas	811	114	152	81	41	26	4	....	....	....
Kentucky	782	109	140	71	43	21	5	....	....	....
Louisiana	1,009	186	128	58	26	31	12	1	....	....
Maine	437	68	102	64	32	3	3	....	....	....
Maryland	1,172	220	144	82	27	23	10	1	1	....
Massachusetts	4,787	889	627	315	162	110	28	8	4	....
Michigan	3,704	586	626	328	181	91	19	6	1	....
Minnesota	1,205	178	215	121	59	22	10	3	....	....
Mississippi	285	42	61	27	25	8	1	....	....	....
Missouri	3,902	751	415	203	110	74	22	3	3	....
Montana	145	22	35	19	13	3	....	....	....	....
Nebraska	531	73	111	59	33	16	3	....	....	....
Nevada	31	7	11	7	4	....	....	....	....	....
New Hampshire	308	36	79	49	22	7	1	....	....	....
New Jersey	2,403	468	487	294	108	72	11	1	1	....
New Mexico	168	26	33	17	8	8	....	....	....	....
New York	12,118	2,679	1,768	968	437	263	86	27	7	....
North Carolina	1,268	196	197	66	82	46	2	....	1	....
North Dakota	121	18	24	12	7	5	....	....	....	....
Ohio	5,466	905	816	417	206	143	41	5	4	....
Oklahoma	903	133	137	76	28	24	7	2	....	....
Oregon	509	95	91	53	20	14	4	....	....	....
Pennsylvania	7,197	1,082	1,039	489	299	193	48	10	2	....
Rhode Island	713	118	84	38	26	11	8	....	1	....
South Carolina	572	82	87	36	32	15	3	1	....	....
South Dakota	144	23	39	23	13	3	....	....	....	....
Tennessee	1,362	214	181	67	62	33	18	1	....	....
Texas	3,717	606	437	167	119	106	41	4	....	....
Utah	218	37	32	17	4	8	3	....	....	....
Vermont	123	19	32	20	10	2	....	....	....	....
Virginia	1,265	192	172	86	59	35	10	1	1	....
Washington	1,041	209	147	71	44	22	9	....	1	....
West Virginia	714	98	117	41	46	27	3	....	....	....
Wisconsin	1,779	254	371	210	104	46	10	1	....	....
Wyoming	53	9	20	16	3	1	....	....	....	....
Alaska	6	3	3	3	....	....	....	....	....	....
Hawaii	155	31	22	12	4	3	3	....	....	....
United States Total	85,343	15,137	12,638	6,295	3,531	2,131	550	86	45	....

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A CHILTON PUBLICATION

A.B.C.—A.B.P. 100 EAST 42ND ST., NEW YORK 17, N. Y.

BLAST FURNACES, STEEL WORKS, ETC.—EMPLOYMENT DATA

Census Classification — 331

Data given below were compiled by Department of Commerce from Social Security Administration records for the first quarter of 1947, covering those business firms subject to Old-Age and Survivors Insurance. For state and leading-county data covering industry as a whole, see pages commencing 140.

STATE	Employment	Monthly Payrolls (Add 000)	Reporting Units	With up to 3 Employes	4–7 Employes	8–19 Employes	20–49 Employes	50–99 Employes	100–499 Employes	Over 500 Employes
Alabama	25,191	$ 4,923	17	....	....	....	....	1	5	11
Arizona	.....	.....	.....	....	....	....	....	....	....	....
Arkansas	.....	.....	.....	....	....	....	....	....	....	....
California	10,852	2,796	13	....	2	1	....	1	4	5
Colorado	5,115	1,516	3	....	....	....	1	....	1	1
Connecticut	.....	.....	1	....	....	....	....	....	....	1
Delaware	.....	.....	2	....	....	....	....	....	1	1
District of Columbia	.....	.....	.....	....	....	....	....	....	....	....
Florida	.....	.....	2	1	....	1	....	....	....	....
Georgia	.....	.....	1	....	....	....	....	....	....	1
Idaho	.....	.....	.....	....	....	....	....	....	....	....
Illinois	37,902	9,302	23	1	1	1	....	1	8	11
Indiana	53,681	13,540	15	....	2	....	....	2	4	7
Iowa	.....	.....	1	....	....	....	....	....	....	1
Kansas	.....	.....	.....	....	....	....	....	....	....	....
Kentucky	5,351	1,271	4	....	....	....	....	1	1	2
Louisiana	.....	.....	.....	....	....	....	....	....	....	....
Maine	.....	4,750	1	....	....	....	....	1	....	....
Maryland	21,963	3,750	4	....	....	....	....	1	....	3
Massachusetts	2,939	757	3	....	....	....	....	2	....	1
Michigan	13,018	3,234	11	2	....	1	....	1	3	4
Minnesota	.....	.....	2	....	....	....	....	....	1	1
Mississippi	.....	.....	.....	....	....	....	....	....	....	....
Missouri	4,145	853	5	....	....	2	....	....	2	1
Montana	.....	.....	.....	....	....	....	....	....	....	....
Nebraska	.....	.....	.....	....	....	....	....	....	....	....
Nevada	.....	.....	.....	....	....	....	....	....	....	....
New Hampshire	.....	.....	.....	....	....	....	....	....	....	....
New Jersey	1,562	364	10	2	....	3	....	2	2	1
New Mexico	.....	.....	.....	....	....	....	....	....	....	....
New York	35,148	8,827	45	5	1	5	3	3	14	14
North Carolina	.....	.....	.....	....	....	....	....	....	....	....
North Dakota	.....	.....	.....	....	....	....	....	....	....	....
Ohio	111,106	25,769	61	2	2	3	3	3	16	32
Oklahoma	.....	.....	1	....	....	....	....	....	1	....
Oregon	505	110	3	....	1	....	....	....	2	....
Pennsylvania	191,613	43,798	110	6	4	2	12	6	27	53
Rhode Island	.....	.....	2	....	1	....	....	....	....	1
South Carolina	.....	.....	1	....	....	....	....	....	1	....
South Dakota	.....	.....	.....	....	....	....	....	....	....	....
Tennessee	946	150	6	....	....	1	....	....	5	....
Texas	2,591	574	3	....	....	1	....	....	1	1
Utah	.....	.....	2	1	....	....	....	....	....	1
Vermont	.....	.....	.....	....	....	....	....	....	....	....
Virginia	.....	.....	1	....	....	....	....	....	1	....
Washington	1,465	352	4	1	....	....	....	1	1	1
West Virginia	18,580	4,370	10	1	....	1	1	....	2	5
Wisconsin	.....	.....	2	....	....	....	....	....	1	1
Wyoming	.....	.....	.....	....	....	....	....	....	....	....
Alaska	.....	.....	.....	....	....	....	....	....	....	....
Hawaii	.....	.....	.....	....	....	....	....	....	....	....
United States Total	558,139	130,491	369	22	14	22	20	26	104	161

Editor's note: State figures do not add up to U.S.A. total because data is withheld where less than 3 reporting units.



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Oliver Johnson

Director of Research

LIMITED-PRICE VARIETY STORES—EMPLOYMENT DATA

Census Classification—533

Data given below were compiled by Department of Commerce from Social Security Administration records for the first quarter of 1947, covering those business firms subject to Old-Age and Survivors Insurance. For state and leading-county data covering industry as a whole, see pages commencing 140.

STATE	Employment	Monthly Payrolls (Add 000)	Reporting Units	With up to 3 Employes	4-7 Employes	8-19 Employes	20-49 Employes	50-99 Employes	100-499 Employes	Over 500 Employes
Alabama	5,321	$ 385	239	60	40	68	48	12	11	....
Arizona	1,264	128	71	23	21	12	8	4	3	....
Arkansas	2,288	176	204	82	37	53	25	6	1	....
California	16,685	2,031	1,020	402	221	159	136	68	34	....
Colorado	2,659	251	115	34	28	23	15	9	6	....
Connecticut	4,104	412	183	74	17	27	37	19	9	....
Delaware	915	78	35	10	5	7	6	5	2	....
District of Columbia	2,428	236	65	16	10	11	11	12	5	....
Florida	7,256	571	230	68	33	35	51	25	18	....
Georgia	7,380	579	322	82	77	73	53	25	11	1
Idaho	969	97	63	16	13	18	12	4	....	....
Illinois	18,185	1,653	708	160	97	147	210	72	21	1
Indiana	8,838	789	413	120	69	83	92	37	12	....
Iowa	4,896	407	319	108	82	53	54	15	7	....
Kansas	4,162	380	244	77	47	52	50	16	2	....
Kentucky	4,038	342	210	53	49	36	54	13	5	....
Louisiana	3,813	311	131	23	16	38	37	10	7	....
Maine	2,594	230	167	70	23	34	30	6	4	....
Maryland	4,246	377	172	45	26	32	49	11	9	....
Massachusetts	12,331	1,092	687	350	53	94	128	45	16	1
Michigan	13,860	1,475	652	191	146	107	148	37	23	....
Minnesota	4,581	446	321	129	84	44	48	9	6	1
Mississippi	2,758	182	179	49	41	47	29	11	2	....
Missouri	8,056	647	394	124	72	76	88	21	13	....
Montana	844	81	55	23	11	4	9	6	....	....
Nebraska	2,875	278	174	53	33	50	21	14	3	....
Nevada	245	26	17	8	5	2	1	....	1	....
New Hampshire	1,283	120	104	49	13	17	21	3	1	....
New Jersey	9,655	910	366	98	49	56	102	45	16	....
New Mexico	842	74	55	16	15	14	5	4	1	....
New York	33,654	4,606	975	266	106	150	278	104	68	3
North Carolina	9,375	725	346	46	54	96	112	25	12	1
North Dakota	684	63	59	25	15	6	9	4	....	....
Ohio	17,344	1,810	724	184	119	131	197	66	27	....
Oklahoma	4,485	382	272	88	57	69	42	10	6	....
Oregon	2,036	224	172	79	43	29	12	5	4	....
Pennsylvania	24,870	2,416	817	157	92	168	258	96	45	1
Rhode Island	2,171	183	141	93	12	10	16	5	5	....
South Carolina	4,337	318	185	31	29	59	47	11	8	....
South Dakota	926	82	68	23	17	10	14	4	....	....
Tennessee	5,281	422	246	76	62	42	38	15	10	1
Texas	14,914	1,198	870	287	204	219	93	40	26	1
Utah	1,376	117	47	12	14	9	4	5	3	....
Vermont	919	84	63	16	15	14	16	2	....	....
Virginia	6,711	533	267	52	43	65	73	22	12	....
Washington	3,718	381	233	97	53	37	31	8	7	....
West Virginia	4,369	389	165	41	27	24	43	24	6	....
Wisconsin	6,442	560	333	89	58	90	70	20	6	....
Wyoming	536	44	35	17	7	1	6	4	....	....
Alaska	24	3	6	3	2	1	....	....	....	....
Hawaii	385	62	10	2	2	1	2	2	1	....
United States Total	305,926	29,391	13,947	4,299	2,464	2,703	2,939	1,036	495	11

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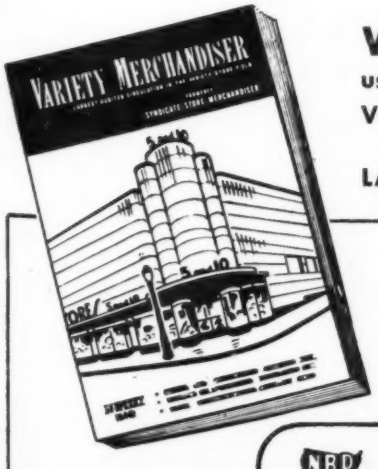
. . . 26,000 total circulation.

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VARIETY MERCHANDISER—CIRCULATION . . . 15,283
100% 3-LEVEL BUYING AND ORDERING COVERAGE

Companies	1948 Sales	Stores Operated	LEVEL 1 Executives	LEVEL 2 Store Mgrs.	LEVEL 3 Asst. Mgrs Dept. Heads Order Girls etc.	Total
F. W. Woolworth Co.	$ 623,935,802	1,941	425	1,941	2,539	4,905
S. S. Kresge Co.	288,478,485	699	138	699	799	1,616
W. T. Grant Co.	234,073,100	480	176	480	874	1,530
S. H. Kress & Co.	165,366,617	250	87	250	279	616
G. C. Murphy Co.	137,564,415	210	152	210	438	800
J. J. Newberry Co.	134,770,973	483	101	483	1,084	1,668
H. L. Green Co., Inc.	101,514,460	146	62	146	794	1,002
McCrory Stores, Corp.	97,583,042	201	79	201	613	893
Neisner Bros., Inc.	57,638,738	118	66	118	244	428
McLellan Stores Co.	55,434,550	226	68	226	319	613
Scott-Burr (Butler Bros.)	26,580,788	161	38	161	175	374
Rose's 5c—10c—25c Stores	17,580,998	126	37	126	246	409
Sprouse-Reitz Co., Inc.	15,266,897	202	22	202	205	429
	$1,955,788,865	5,243	1,451	5,243	8,589	15,283

NOTE: Balance of 8,000 copies reach 280 chains of 4 to 100 stores plus some 2,900 independents of less than 4 stores, making a total of more than 23,000 effective circulation.



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HARDWARE AND FARM IMPLEMENTS—EMPLOYMENT DATA

Census Classification—573

Data given below were compiled by Department of Commerce from Social Security Administration records for the first quarter of 1947, covering those business firms subject to Old-Age and Survivors Insurance. For state and leading-county data covering industry as a whole, see pages commencing 140.

STATE	Employment	Monthly Payrolls (Add 000)	Reporting Units	With up to 3 Employes	4-7 Employes	8-19 Employes	20-49 Employes	50-99 Employes	100-499 Employes	Over 500 Employes
Alabama	1,997	$297	399	204	133	53	7	2	....	....
Arizona	557	121	75	26	27	18	3	1	....	....
Arkansas	1,744	263	306	151	93	55	8	1	....	....
California	9,538	2,113	1,219	578	337	211	65	23	5	....
Colorado	1,491	217	326	173	108	40	5	....	....	....
Connecticut	1,216	228	247	145	64	30	7	1	....	....
Delaware	232	40	48	22	15	11	....	....	....	....
District of Columbia	371	73	51	26	9	11	5	....	....	....
Florida	1,992	382	340	176	96	56	10	1	1	....
Georgia	2,815	432	483	235	162	68	16	1	1	....
Idaho	1,181	212	207	103	63	30	11	....	....	....
Illinois	8,826	1,481	1,986	1,148	571	227	32	5	2	....
Indiana	4,344	675	982	555	298	108	19	2	....	....
Iowa	6,631	954	1,749	1,080	508	144	16	1	....	....
Kansas	4,070	580	975	549	312	100	14	....	....	....
Kentucky	1,975	276	428	233	128	59	7	1	....	....
Louisiana	1,563	253	264	113	95	50	4	2	....	....
Maine	1,146	197	193	104	54	24	9	2	....	....
Maryland	1,348	228	289	174	74	35	4	2	....	....
Massachusetts	3,104	556	592	318	184	73	12	4	1	....
Michigan	5,514	917	1,433	941	328	143	19	2	....	....
Minnesota	9,476	1,756	1,621	1,035	420	107	46	9	3	1
Mississippi	1,812	296	296	134	98	51	12	1	....	....
Missouri	3,957	556	925	568	249	96	9	2	1	....
Montana	1,274	204	278	154	77	41	6	....	....	....
Nebraska	3,079	445	839	545	213	73	8	....	....	....
Nevada	199	41	31	16	5	9	1	....	....	....
New Hampshire	600	102	84	40	20	22	1	....	1	....
New Jersey	2,234	404	578	379	131	60	8	....	....	....
New Mexico	492	91	94	49	26	16	3	....	....	....
New York	8,217	1,537	1,860	1,184	429	206	34	7	1	....
North Carolina	2,445	395	464	212	166	73	13	....	....	....
North Dakota	1,927	282	548	373	126	41	8	....	....	....
Ohio	7,419	1,227	1,713	1,043	460	175	31	3	1	....
Oklahoma	2,103	301	534	315	164	51	3	1	....	....
Oregon	1,718	347	329	190	69	59	11	....	....	....
Pennsylvania	5,838	900	1,217	704	311	174	23	4	1	....
Rhode Island	526	102	77	49	20	6	1	....	1	....
South Carolina	1,367	203	264	138	84	38	6	....	....	....
South Dakota	1,874	259	549	363	147	35	4	....	....	....
Tennessee	2,590	382	448	221	145	65	13	4	....	....
Texas	7,131	1,061	1,433	747	470	174	39	3	....	....
Utah	510	90	93	47	29	12	5	....	....	....
Vermont	497	72	102	54	31	15	1	1	....	....
Virginia	2,038	326	355	163	116	63	12	1	....	....
Washington	2,927	503	416	213	127	63	13	1	1	....
West Virginia	829	120	181	97	59	23	1	1	....	....
Wisconsin	5,300	817	1,311	832	329	131	16	1	2	....
Wyoming	359	56	83	51	22	8	2	....	....	....
Alaska	44	10	12	8	3	1	....	....	....	....
Hawaii	138	32	20	10	5	4	....	1	....	....
United States Total	140,175	23,415	29,350	16,986	8,212	3,437	601	91	22	1

2¼ TIMES THE ADVERTISING



Again in '48 Hardware Age carried more than twice as many pages as any other national hardware paper

4,828.48
pages were used
BY 1,454
advertisers in
HARDWARE AGE

2,128.14
pages were used
BY 862
advertisers in
PAPER "B"

And among companies using one paper only

1,977
pages were used
EXCLUSIVELY IN HARDWARE AGE
by 820 advertisers

221
pages were used
EXCLUSIVELY IN PAPER "B"
by 228 advertisers



Why

is Hardware Age so overwhelmingly first choice year after year?

Hardware Age's leadership stems from many things . . .

- From the fact that, among national hardware papers, *Hardware Age* provides the only *wholly voluntary, prepaid circulation*—the indisputable gauge of reader-interest.
- From the fact that it provides the largest effective audience in its field.
- From the fact that its 33,300 copies penetrate to the very grass roots of hardware distribution with at least one merchant subscriber in each of 8,536 cities and towns.

Year in and year out, *Hardware Age* serves its advertisers best. That's why they make it their first choice — 2¼ to 1.

Hardware Age

A CHILTON PUBLICATION
Charter Member
100 EAST 42ND STREET NEW YORK 17, N. Y.

MAIN ENTRANCE TO THE GREAT HARDWARE MARKET

DEPARTMENT STORES—EMPLOYMENT DATA

Census Classification—531

Data given below were compiled by Department of Commerce from Social Security Administration records for the first quarter of 1947, covering those business firms subject to Old-Age and Survivors Insurance. For state and leading-county data covering industry as a whole, see pages commencing 140.

STATE	Employment	Monthly Payrolls (Add 000)	Reporting Units	With up to 3 Employes	4-7 Employes	8-19 Employes	20-49 Employes	50-99 Employes	100-499 Employes	Over 500 Employes
Alabama	6,822	$ 971	90	2	5	20	36	17	8	2
Arizona	1,976	319	37	2	3	14	8	5	5	....
Arkansas	4,143	632	79	7	6	20	27	13	4	2
California	61,719	11,175	393	15	10	84	119	73	65	27
Colorado	8,191	1,243	98	2	13	33	27	10	9	4
Connecticut	9,854	1,555	70	6	3	5	24	15	11	6
Delaware	664	111	11	1	2	3	1	1	3	....
District of Columbia	14,566	2,133	18	1	....	2	4	3	3	5
Florida	10,597	1,652	78	2	1	15	26	13	15	6
Georgia	11,194	1,625	112	5	3	31	41	16	14	2
Idaho	3,232	484	79	....	9	26	27	14	2	1
Illinois	67,170	11,640	401	13	22	88	119	82	61	16
Indiana	22,963	3,579	221	5	4	58	78	39	30	7
Iowa	12,816	1,807	186	6	9	52	70	26	19	4
Kansas	6,517	977	161	6	17	68	44	14	10	2
Kentucky	6,730	976	104	7	9	29	27	19	10	3
Louisiana	8,125	1,219	73	1	7	23	15	11	12	4
Maine	2,477	355	44	2	4	9	18	5	6	....
Maryland	15,804	2,280	71	2	5	16	17	9	14	8
Massachusetts	27,329	4,083	158	6	4	20	57	27	37	7
Michigan	34,828	6,233	223	8	3	44	66	46	47	9
Minnesota	19,377	2,766	160	2	11	58	55	13	13	8
Mississippi	3,745	541	64	2	2	13	26	14	6	1
Missouri	26,912	3,891	140	6	5	39	49	19	10	12
Montana	2,341	388	75	1	9	27	26	7	5	....
Nebraska	6,639	1,012	118	3	5	52	39	10	6	3
Nevada	843	128	20	1	3	6	4	3	3	....
New Hampshire	1,028	143	28	1	1	9	13	2	2	....
New Jersey	18,384	2,967	100	5	6	19	25	14	26	5
New Mexico	1,257	188	36	1	1	15	12	4	3	....
New York	82,154	15,069	347	14	23	61	101	51	62	35
North Carolina	12,424	1,396	260	8	5	71	110	49	14	3
North Dakota	1,881	284	56	1	5	22	16	7	5	....
Ohio	53,385	8,408	312	7	13	60	108	56	40	28
Oklahoma	7,222	1,134	119	1	7	50	31	17	11	2
Oregon	9,972	1,699	99	4	4	32	30	15	9	5
Pennsylvania	67,529	10,902	490	74	26	82	149	71	63	25
Rhode Island	3,910	508	18	....	....	3	8	2	2	3
South Carolina	4,487	581	101	2	....	35	36	16	12	....
South Dakota	1,994	303	55	1	1	25	17	7	4	....
Tennessee	10,067	1,578	102	6	6	24	37	10	14	5
Texas	29,268	4,584	384	7	23	134	115	46	46	13
Utah	4,386	668	52	4	3	21	10	5	7	2
Vermont	586	82	15	....	....	5	7	2	1	....
Virginia	13,539	1,905	138	....	7	29	53	28	19	2
Washington	16,175	2,558	145	5	14	43	33	24	21	5
West Virginia	6,062	809	110	18	7	15	32	20	17	1
Wisconsin	23,243	3,065	244	8	10	61	81	54	23	7
Wyoming	730	116	31	1	5	16	3	6	....	....
Alaska	.....	.....	2	....	....	2	....	....	....	....
Hawaii	1,152	234	10	2	1	....	5	....	1	1
United States Total	788,437	122,968	6,538	284	342	1,689	2,082	1,030	830	281

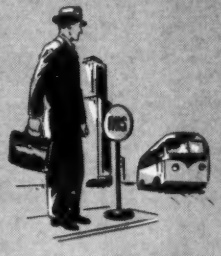
Every Family in America

spends an average of $350.00 per year in Department Stores



RICH MAN

No matter what buying groups you want to reach, you'll find them in the traffic-filled aisles of the nation's department stores. For practically any product, in any price range — they are one of America's largest retail markets.

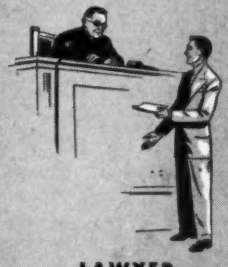


POOR MAN



DOCTOR

If you want to sell to and through department stores — remember that multiple merchandising is the result of multiple management by executives whose interests encompass all aspects of store operation. In the $100,000 store, one or two individuals may control buying and selling decisions. In the $100,000,000 store, many executives work as a team.



LAWYER

But all these department store people have similar problems, similar interests — and a similar dependence on the Department Store Economist as a source of profit-producing ideas. Reach them regularly in the publication they read regularly . . . and you are well on your way to getting your share of this tremendous market.



MERCHANT



CHIEF



From Stores of $100,000 Volume

DEPARTMENT STORE ECONOMIST

A Chilton Publication

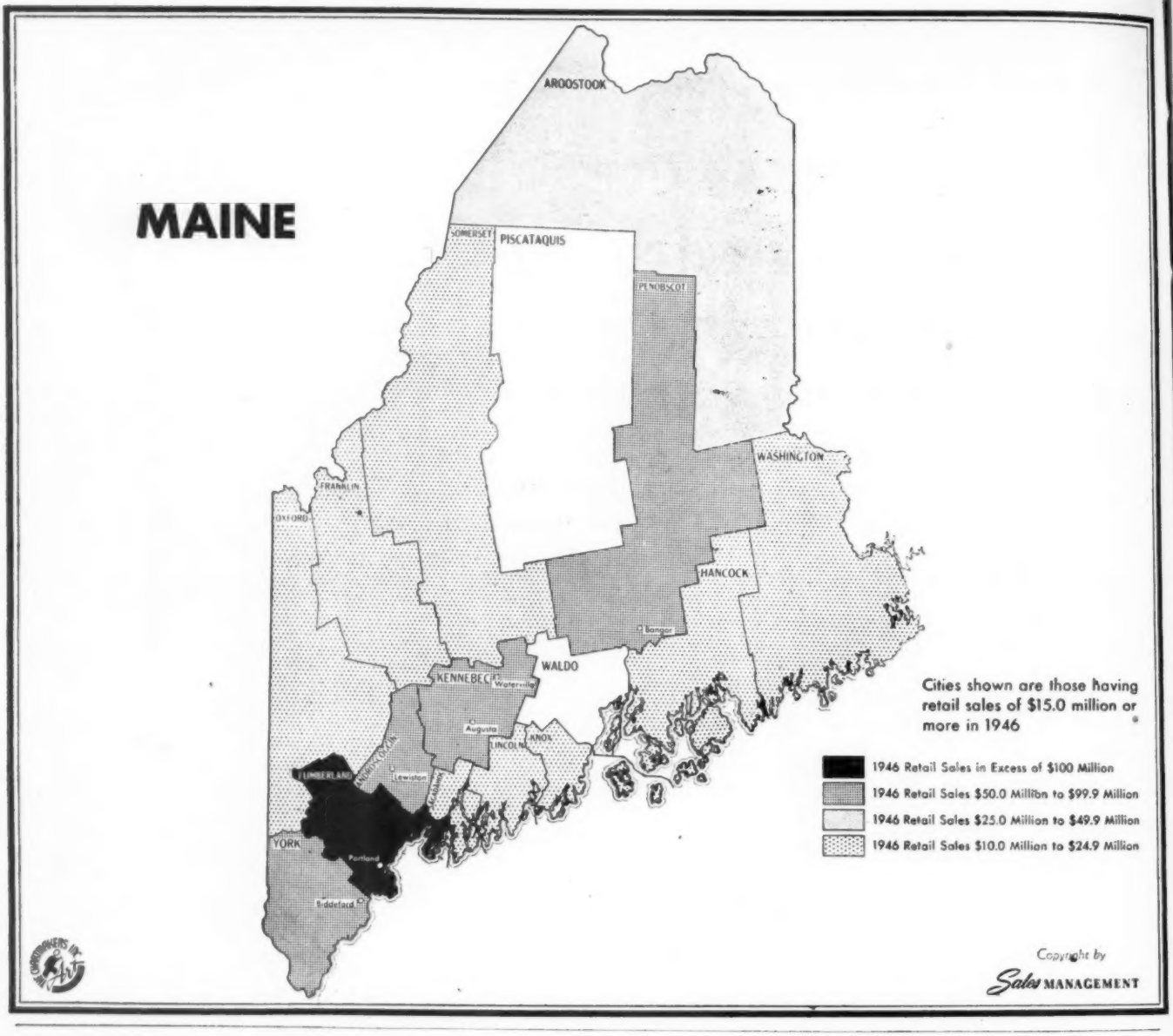
CCA



. . . to over $100,000,000

Covers the entire DEPARTMENT STORE MARKET

100 East 42nd Street, New York 17, N. Y.



New England States

MAINE

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City	County	City	County	City	County
Auburn	Androscoggin	Bath	Sagadahoc	Portland	Cumberland
Augusta	Kennebec	Biddeford	York	Rockland	Knox
Bangor	Penobscot	Lewiston	Androscoggin	Waterville	Kennebec

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (In thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S. A. Potential	Quality of Market Index
Androscoggin	77.0	.0525	20.8	77,960	.0597	22,089	9,251	1,268	3,547	.....	98,175	.0520	1,275	4,720	D	5.4	.0544	104
●Lewiston	43.2	.0294	11.0	53,013	.0406	13,310	8,846	794	3,130	G	57,888	.0306	1,340	5,263	.....	.....	.0333	113
●Auburn	20.5	.0140	5.9	15,670	.0121	5,791	189	333	77	.....	27,675	.0147	1,350	4,691	.....	.....	.0138	99
Aroostook	93.7	.0640	20.5	59,367	.0455	13,607	4,363	1,310	1,926	.....	69,136	.0366	738	3,372	A	38.9	.0448	70
Cumberland 90	173.9	.1188	50.3	189,718	.1453	49,429	21,367	4,603	11,395	.....	253,284	.1342	1,456	5,035	C	5.2	.1345	113
▲Portland	86.0	.0587	25.6	133,562	.1022	30,301	19,488	3,320	10,239	E	161,872	.0856	1,882	6,323	.....	.....	.0852	145
Franklin	19.3	.0132	5.7	13,312	.0102	3,629	577	378	284	.....	18,577	.0098	963	3,259	E	18.1	.0106	80
Hancock	31.8	.0217	9.7	25,387	.0194	9,496	1,199	629	827	.....	35,909	.0190	1,129	3,702	E	12.4	.0197	91
Kennebec	80.3	.0548	22.4	69,772	.0534	20,393	6,159	1,650	2,776	.....	92,184	.0488	1,148	4,115	C	11.2	.0514	94
Augusta	22.5	.0154	6.1	23,095	.0176	6,669	1,070	589	910	H	28,688	.0152	1,275	4,703	.....	.....	.0160	104
Waterville	20.3	.0139	5.6	24,977	.0192	6,393	4,200	524	1,165	H	25,416	.0135	1,252	4,539	.....	.....	.0153	110

▲ See end of state "Metropolitan County Areas." ● See end of state "Multiple Cities." Before using these figures, see explanation page 19.

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Portland, MAINE

The Largest Distribution Center North of Boston Again Leads as a Major Market

193,630,000 Wholesale Sales

in Portland—plus

189,718,000 Retail Sales

In Cumberland County, of which Portland is the County Seat

RETAIL SALES NOW AT AN ALL TIME HIGH

$49,429,000 in Food Sales
$21,367,000 in General Merchandise
$4,603,000 in Drug Sales

EFFECTIVE FAMILY BUYING INCOME

With effective buying income like this in Portland, Maine, advertised products are the greatest in demand in all outlets.

$6,323

Get the Heaviest Jobber and Dealer Effort in the State—Quick, Complete Results

Portland, MAINE

Press-Herald-Evening Express and Sunday Telegram

ONE Buy Delivers A THIRD of Maine's Sales

Families in Greater Bangor's seven-county market have more money . . . are spending more money . . . than ever before. In '48 their purchases added up to $245,561,000 . . . 33% of Maine's total retail sales.

The Bangor Daily News . . . Maine's largest daily . . . has 100% coverage in the city, where income averages $5,590 per family. And it places your advertising in 75% of the homes in the seven-county area—not for a moment but for a whole day . . . to be read in full at any hour by any and every member of the family. No other single medium can keep your sales message alive . . . hour after hour, day in, day out . . . throughout this vast market. The News does it . . . at a single cost.

Sales and Income UP throughout Greater Bangor Market

THE GREATER BANGOR MARKET

Retail Sales in the City of Bangor—the market's trading center—exceed total income by $1,465,000.

	Bangor	7 Counties
Population	34,200	338,400
Families	9,600	90,000
Retail Sales	$55,125,000	$245,561,000
Food	10,648,000	54,340,000
General Merchandise	9,227,000	20,048,000
Drugs	1,224,000	5,612,000
Furn.-Household-Radio	3,982,000	10,033,000
Effective Buying Income	53,660,000	313,144,000

Maine's Largest Daily

The Bangor Daily News

64,017 DAILY—A.B.C. 74,535 SAT.-SUN.

Represented by
SMALL, BREWER & KENT, INC.

MAINE— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S.A. Potential	Quality of Market Index
Knox	25.7	.0175	8.5	23,194	.0178	7,341	1,353	466	942	.....	30,259	.0160	1,177	3,560	E	13.7	.0168	96
Rockland	9.5	.0064	2.9	13,893	.0106	3,699	1,270	239	747	H	14,843	.0079	1,562	5,118	.....	.....	.0084	131
Lincoln	19.2	.0131	5.9	13,361	.0102	3,836	435	340	284	.....	16,662	.0089	868	2,824	E	23.2	.0101	77
Oxford	42.1	.0288	11.5	29,460	.0226	9,107	1,482	793	573	.....	38,398	.0203	912	3,339	D	15.7	.0227	79
Penobscot	102.7	.0701	27.9	92,492	.0708	24,165	10,570	2,075	5,188	.....	118,721	.0628	1,156	4,255	B	12.4	.0667	95
Bangor	34.2	.0234	9.6	55,125	.0422	10,648	9,227	1,224	3,982	F	53,660	.0284	1,569	5,590	.....	.....	.0315	135
Piscataquis	20.1	.0137	5.7	10,538	.0081	3,741	435	365	440	.....	16,950	.0090	843	2,974	E	14.5	.0097	71
Sagadahoc	26.0	.0177	7.7	14,726	.0113	4,982	1,082	390	514	.....	17,140	.0090	659	2,226	F	6.3	.0114	64
Bath	13.0	.0089	3.9	12,104	.0093	4,086	*	*	*	.....	14,555	.0077	1,120	3,732	.....	.....	.0084	94
Somerset	36.3	.0248	10.5	23,701	.0182	6,996	1,094	592	913	.....	30,260	.0160	834	2,882	C	21.3	.0184	74
Waldo	18.8	.0128	5.6	11,997	.0092	3,934	553	201	197	.....	16,948	.0090	901	3,026	D	32.6	.0098	77
Washington	35.0	.0239	10.1	22,142	.0170	7,586	1,834	441	544	.....	25,184	.0133	720	2,493	E	14.1	.0165	69
York	100.5	.0686	28.2	75,618	.0579	26,118	4,213	1,870	3,739	.....	110,450	.0585	1,099	3,917	C	6.3	.0603	88
Biddeford	23.0	.0157	5.8	24,501	.0188	7,289	2,532	472	1,804	H	27,231	.0144	1,184	4,695	.....	.....	.0160	102
Total Above Cities	272.2	.1858	76.4	355,940	.2726	88,186	46,822	7,495	22,054	.....	411,828	.2180	1,513	5,397	.....	.....	.2279	123
State Total	902.4	.6160	251.0	752,745	.5766	216,549	65,967	17,371	34,087	.....	988,237	.5232	1,095	3,937	.....	13.1	.5578	91

© SM, 1949.

*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

How Much Do You Know About Lewiston-Auburn, Maine?

SALES MANAGEMENT HAS ALL THE ANSWERS

★WLAM *Area Population* 353,055
(PRIMARY 175,436, SECONDARY 177,619)

★WLAM *Area Retail Sales* $319,699,000
(PRIMARY $158,248,000, SECONDARY $161,421,000)

★ Advertising agencies or sales executives may have copies of special Sales Management study of WLAM market.

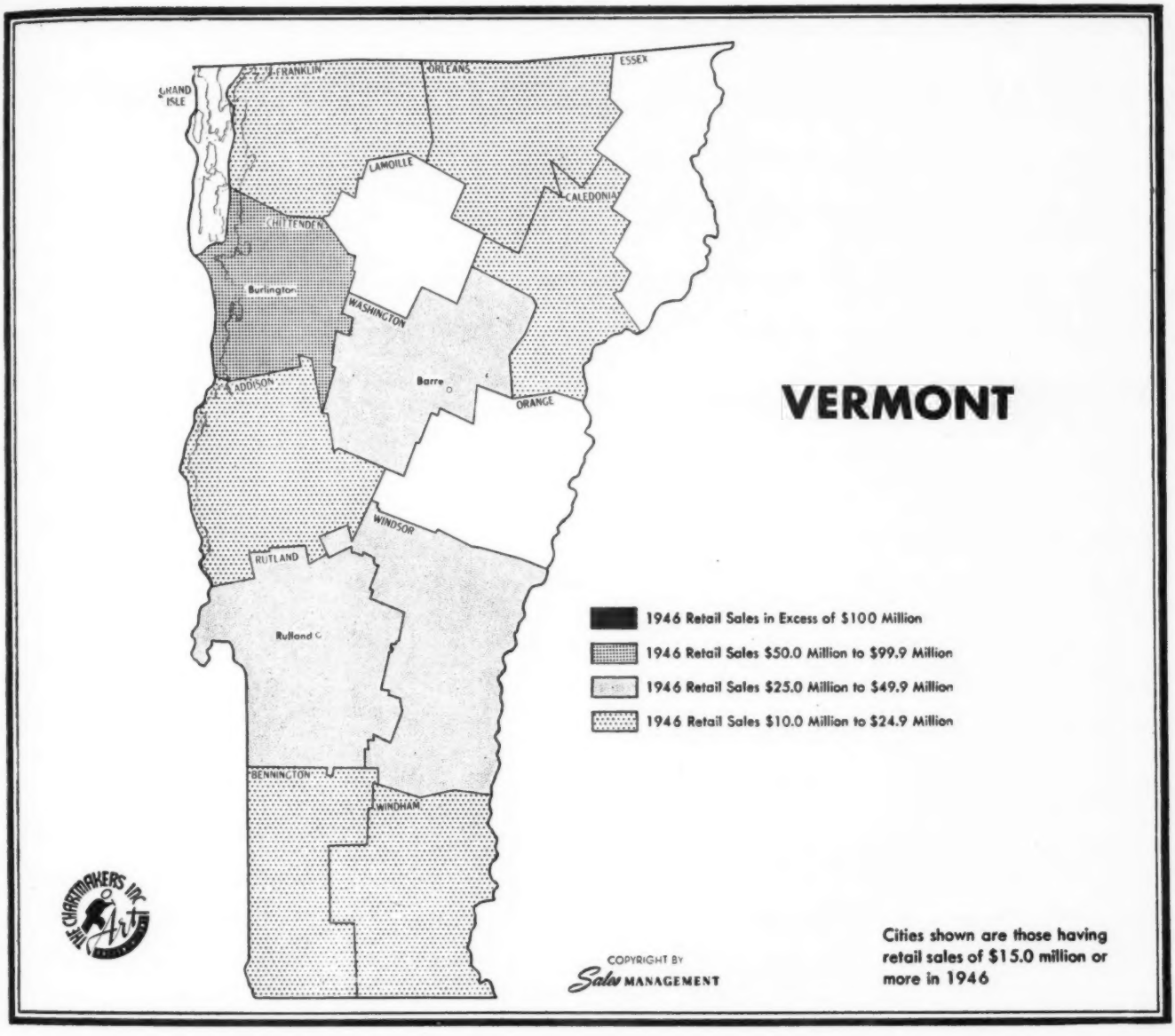


"Maine's Voice of Progress"

Address WLAM Lewiston, Maine



5,000 WATTS ABC Network



MAINE — Metropolitan County Area

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Portland.....90	173.9	.1188	50.3	189,718	.1453	49,429	21,367	4,603	11,395	.....	253,284	.1342	1,456	5,035	.....	.....	.1345	113

MAINE — Multiple Cities

Lewiston—Auburn..	63.7	.0434	16.9	68,683	.0527	19,101	9,035	1,127	3,207	.....	85,563	.0453	1,343	5,063	.....	.....	.0471	109

VERMONT — Counties and Cities

City	County	City	County	City	County
Barre	Washington	Burlington	Chittenden	St. Albans	Franklin
Bennington	Bennington	Montpelier	Washington	St. Johnsbury	Caledonia
Brattleboro	Windham	Rutland	Rutland		

Addison.....	17.5	.0119	4.7	13,141	.0101	3,749	159	210	208	.....	14,445	.0076	825	3,073	B	46.2	.0082	77
Bennington.....	24.9	.0170	7.1	20,975	.0160	5,939	919	431	1,224	.....	34,248	.0182	1,375	4,824	E	13.8	.0172	101
Bennington.....	12.5	.0085	3.6	12,583	.0096	3,148	771	316	1,157	H	19,670	.0104	1,574	5,464	.....	.....	.0098	115
Caledonia.....	25.9	.0177	7.3	25,085	.0192	5,480	1,054	430	759	.....	29,593	.0156	1,143	4,054	B	28.4	.0171	97
St. Johnsbury....	12.0	.0082	3.6	15,347	.0118	3,091	918	257	602	H	14,269	.0076	1,189	3,964	.....	.....	.0090	110

© SM, 1949.

Before using these figures, see explanation page 19.

Well Worth Reading!

SALES MANAGEMENT'S SURVEY OF BARRE POWER

Barre's income and retail sales gains jump its Quality of Market Index to 132! Income totals $23,800,000 . . . averaging $5,950 per family. Retail Sales total $19,359,000.

And—as an indication of Barre's strong position as a Vermont shopping center—note the wide margins by which the city's sales exceed the state's per capita averages. Retail sales—are 51% above the state per capita . . . food 50% above . . . general merchandise 22% . . . drug products 53% . . . and furniture-household-radio sales 435%.

Can you afford to overlook Barre . . . and the Barre Times? **In the Granite center of the world.**

THE BARRE TIMES BARRE, VERMONT

Home Newspaper for Washington and Orange Counties
Represented by the Julius Mathews Special Agency

VERMONT— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Chittenden	56.0	.0383	14.9	61,467	.0470	14,795	8,650	1,207	746		78,288	.0416	1,398	5,254	B	14.4	.0426	111
Burlington	33.5	.0228	9.2	49,788	.0381	11,180	8,492	1,088	*	G	53,131	.0281	1,586	5,775			0300	132
Essex	6.4	.0044	1.6	2,646	.0021	1,058	158	96	*		5,093	.0027	796	3,183	F	27.4	.0029	66
Franklin	30.0	.0204	7.8	22,591	.0173	5,867	1,191	469	1,012		25,641	.0136	855	3,287	B	36.8	.0161	79
St. Albans	8.9	.0061	2.5	13,013	.0100	3,005	908	287	633	H	14,050	.0074	1,579	5,620			.0079	130
Grand Isle	3.8	.0026	1.0	1,683	.0013	658	*	*	*		2,942	.0015	774	2,942	F	52.2	.0017	65
Lamoille	10.9	.0075	2.9	6,985	.0053	1,818	*	134	*		10,757	.0057	987	3,709	D	40.0	.0059	79
Orange	20.0	.0136	5.5	12,087	.0093	2,819	147	221	491		13,918	.0074	696	2,531	C	43.8	.0092	68
Orleans	20.3	.0139	5.5	18,691	.0143	3,806	1,894	401	587		20,637	.0109	1,017	3,752	B	40.5	.0125	90
Rutland	46.6	.0318	12.3	47,976	.0368	11,535	4,309	957	1,931		61,605	.0326	1,322	5,009	B	18.1	.0337	106
Rutland	18.6	.0127	5.0	33,085	.0253	6,312	3,946	*	1,570	H	34,373	.0182	1,848	6,875			.0192	151
Washington	41.3	.0282	11.0	41,904	.0321	12,322	4,821	1,095	4,509		61,248	.0324	1,483	5,568	B	16.9	.0315	112
Barre	14.0	.0096	4.0	19,359	.0149	5,026	3,198	406	2,441	H	23,800	.0126	1,700	5,950			.0127	132
Montpelier	8.8	.0060	2.4	12,696	.0097	3,614	1,241	377	1,216	H	15,313	.0081	1,740	6,380			.0082	137
Windham	29.9	.0204	8.7	31,796	.0243	10,950	3,102	746	1,805		35,212	.0187	1,178	4,047	D	17.2	.0207	101
Brattleboro	13.0	.0089	3.7	17,843	.0137	5,359	2,443	513	1,208	H	17,035	.0090	1,310	4,604			.0104	117
Windsor	42.2	.0288	11.6	37,629	.0289	9,173	1,111	632	1,462		44,478	.0235	1,054	3,834	C	19.2	.0262	91
Total Above Cities	121.3	.0828	34.0	173,714	.1331	40,735	21,917	3,244	8,827		191,641	.1014	1,580	5,636			.1072	129
State Total	375.7	.2565	101.9	344,658	.2640	89,969	27,576	7,040	14,864		438,105	.2320	1,166	4,299		24.5	.2465	96

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 19.

A complete summary of all Metropolitan County Areas will be found on page 122.

5000 WATTS - 620 KC —— CBS

At your service in Vermont and Northeastern New York

This winning combination of power, favorable Wave Length and CBS Top Network shows promote effective sales impact through-out this area with a BIG plus audience in Montreal.

At ONE Low Cost
Ask Weed & Co.

WCAX
BURLINGTON, VERMONT

VERMONT  ... New England's *fastest-growing* State Market

Keep your eye on Vermont . . . leading all New England states in sales gains over 1939. Per family sales are third highest in New England . . . just $50 less than the lead state's average, but $116 ahead of the state trailing Vermont.

The variety and excellence of its industries are underwriting a big future for Vermont. The state is the country's No. 1 producer of granite, marble, asbestos, maple syrup and maple products. It is one of the country's richest dairy lands . . . one of its finest fruit orchards. And the output of its numerous factories include such diversified products as heavy machinery, textiles, optical goods, organs, furniture and wood products.

Surest way to keep your eye on Vermont is to start cultivating the market now . . . and watch your sales grow apace with the state's progress. You can do this most effectively—and economically—through the Vermont Allied Dailies . . . published in Vermont's key market centers and thoroughly blanketing the state's city, town and farm families.

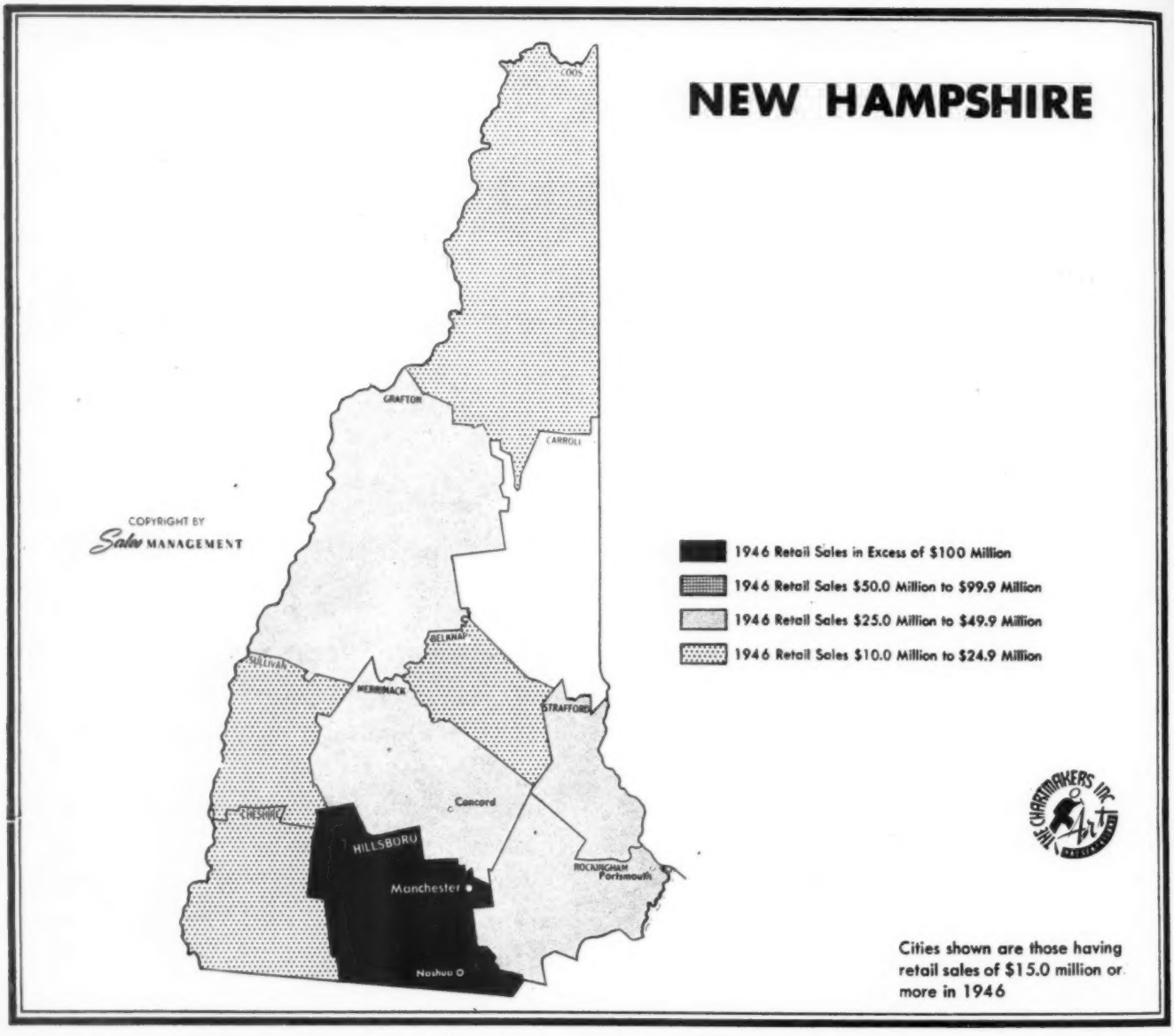
VERMONT'S KEY MARKETS

ALL SUPERIOR TO NATIONAL QUALITY OF MARKET

	Barre	Bennington	Brattleboro	Burlington	Rutland	St. Johnsbury
Population (thous)	14.0	12.5	13.0	33.5	18.6	12.0
% U. S. A.	.0096	.0085	.0089	.0228	.0127	.0082
Families (thous)	4.0	3.6	3.7	9.2	5.0	3.6
Retail Sales (thous)	$19,359	$12,583	$17,843	$49,788	$33,085	$15,347
% U. S. A.	.0149	.0096	.0137	.0381	.0253	.0118
Income (thous)	$23,800	$19,670	$17,035	$53,131	$34,373	$14,269
Per Family Income	$5,950	$5,464	$4,604	$5,775	$6,875	$3,964
Quality of Market	132	115	117	132	151	110

VERMONT ALLIED DAILIES

Rutland Herald
Brattleboro Reformer
St. Johnsbury Caledonian-Record
Bennington Banner
Barre Times
Burlington Free Press



NEW HAMPSHIRE

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City	County	City	County	City	County
Berlin	Coos	Keene	Cheshire	Nashua	Hillsborough
Claremont	Sullivan	Laconia	Belknap	Portsmouth	Rockingham
Concord	Merrimack	Lebanon	Grafton	Rochester	Strafford
Dover	Strafford	Manchester	Hillsborough		

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S.A. Potential	Quality of Market Index
Belknap	26.6	.0181	8.2	23,848	.0183	7,717	1,858	472	1,735	.....	26,073	.0138	980	3,180	E	10.4	.0160	88
Laconia	17.0	.0116	5.3	17,034	.0130	4,821	1,655	324	1,512	H	17,739	.0094	1,043	3,347	.....	.....	.0109	94
Carroll	14.9	.0102	4.6	11,994	.0092	4,763	418	431	230	.....	12,050	.0064	809	2,620	F	14.4	.0080	78
Cheshire	40.8	.0277	12.1	30,193	.0231	9,203	2,377	782	630	.....	38,124	.0202	939	3,151	D	9.1	.0226	82
Keene	15.0	.0102	4.4	21,140	.0162	4,630	2,276	378	609	H	20,836	.0110	1,389	4,735	.....	.....	.0124	122
Coos	37.8	.0258	10.1	30,973	.0237	10,205	1,925	883	1,150	.....	38,061	.0201	1,007	3,768	E	11.4	.0223	86
Berlin	22.1	.0151	5.4	15,463	.0119	5,309	1,349	350	811	H	21,503	.0114	973	3,982	.....	.....	.0123	81
Grafton	46.5	.0317	13.9	43,726	.0335	12,290	2,593	1,606	1,503	.....	52,033	.0276	1,119	3,743	D	14.4	.0302	95
Lebanon	8.0	.0054	2.3	10,781	.0082	2,553	806	311	270	*	11,318	.0060	1,415	4,921	.....	.....	.0065	120
Hillsborough.....71	162.1	.1107	46.8	146,269	.1121	48,653	12,161	2,956	8,967	.....	192,787	.1019	1,189	4,119	B	4.7	.1066	96
▲Manchester	83.5	.0570	24.1	95,238	.0730	29,678	8,641	1,833	6,028	F	113,039	.0598	1,354	4,690	.....	.....	.0632	111
Nashua	33.8	.0231	9.2	37,717	.0289	15,276	2,958	729	2,585	H	40,058	.0212	1,185	4,354	.....	.....	.0239	103

▲ See end of state "Metropolitan County Areas."

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 19.

SPECIAL in Any Sales Manager's Book

$6035 INCOME PER FAMILY

FAMILY FOOD SALES 74% ABOVE NATIONAL AVERAGE

Newport's family food sales average $1310 . . . against $751 for the nation and $955 for the State of Rhode Island. Retail Sales of $38,028,000 hit a high $3692 per family . . . and even at that Newport consumers are spending only 61% of their income compared with 69% for the United States and 67% for Rhode Island.

Newport is a top market . . . the year 'round—with a steady and varied industrial growth, a great naval base plus a big vacation spending by summer colonists, rich socialites and water sportsmen.

The Newport Daily News — largest circulation in Southern Rhode Island — is read in 97% of Newport's homes.

NEWPORT DAILY NEWS NEWPORT, R. I. *Represented Nationally by the Julius Mathews Special Agency*

NEW HAMPSHIRE — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Merrimack	60.1	.0410	17.9	50,943	.0390	14,960	4,523	1,570	1,725		75,666	.0401	1,259	4,227	C	9.5	.0400	98
Concord	30.1	.0206	9.0	34,919	.0267	11,130	3,789	1,261	1,151	H	49,725	.0263	1,652	5,525			.0253	123
Rockingham	72.1	.0492	21.5	60,821	.0466	19,285	3,718	1,195	1,827		83,564	.0442	1,159	3,887	B	11.8	.0459	93
Portsmouth	23.1	.0157	6.6	28,142	.0216	10,159	2,851	597	1,179	H	31,693	.0168	1,372	4,802			.0180	115
Strafford	52.0	.0355	15.1	47,707	.0365	14,708	3,746	891	2,383		58,448	.0309	1,124	3,871	E	5.9	.0335	94
Dover	19.0	.0130	5.4	22,115	.0169	5,217	2,131	403	1,416	H	24,111	.0128	1,269	4,465			.0141	108
Rochester	14.1	.0096	4.2	15,107	.0116	4,651	1,334	173	519	H	17,005	.0090	1,206	4,049			.0099	103
Sullivan	32.0	.0219	9.2	24,313	.0186	6,441	2,494	527	1,003		29,339	.0156	917	3,189	E	11.1	.0178	81
Claremont	16.5	.0113	4.8	15,774	.0121	3,467	2,234	337	*	H	15,825	.0084	959	3,297			.0101	89
Total Above Cities	282.2	.1926	80.7	313,430	.2401	98,891	30,024	6,696	16,080		362,852	.1921	1,286	4,496			.2068	107
State Total	544.7	.3718	159.4	470,789	.3606	148,225	35,813	11,313	21,133		606,145	.3208	1,113	3,803		8.8	.3429	92

NEW HAMPSHIRE — Metropolitan County Area

Manchester....71	162.1	.1107	46.8	148,269	.1121	48,653	12,161	2,956	8,967		192,787	.1019	1,189	4,119			.1068	96

RHODE ISLAND — Counties and Cities

City	County	City	County	City	County
Central Falls	Providence	Pawtucket	Providence	West Warwick	Kent
Cranston	Providence	Providence	Providence	Woonsocket	Providence
East Providence	Providence	Warwick	Kent		
Newport	Newport	Westerly	Washington		

Bristol....92	25.0	.0170	6.6	15,837	.0122	5,873	1,112	456	1,006		29,393	.0156	1,176	4,453	F	3.2	.0149	88
Kent....92	67.2	.0459	18.5	47,197	.0361	15,839	1,799	1,055	1,370		71,520	.0379	1,064	3,866	F	2.7	.0390	85
Warwick	35.0	.0238	9.9	20,294	.0155	6,149	1,402	497		H	44,337	.0235	1,267	4,478			.0212	89
West Warwick	19.5	.0133	5.1	16,188	.0124	5,313	223	334	1,173		17,797	.0094	913	3,490			.0111	83
Newport....92	54.6	.0373	15.9	49,645	.0380	17,638	2,951	1,266	2,738		98,554	.0521	1,805	6,198	D	6.1	.0449	120
Newport	35.3	.0241	10.3	38,028	.0292	13,490	2,863	1,071		H	62,347	.0330	1,766	6,053			.0301	125

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 19.

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TOP COVERAGE

in New England's 2nd Largest Market

WPRO PROVIDENCE

5000 WATTS

BASIC CBS

630 KC.

AM & FM

Top station in share of audience

RHODE ISLAND — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S.A. Potential	Quality of Market Index
Providence.....92	570.4	.3893	161.6	582,158	.4459	154,851	70,454	16,776	37,075	.....	853,217	.4517	1,496	5,280	B	1.1	.4374	112
▲Providence....	262.6	.1793	74.4	344,056	.2635	78,301	57,386	9,810	25,152	C	388,910	.2059	1,481	5,227	.....	.....	.2179	122
Pawtucket.....	79.9	.0545	23.2	97,804	.0749	22,392	7,192	2,849	6,430	G	119,029	.0630	1,490	5,131	.....	.....	.0649	119
Cranston.....	53.8	.0368	14.8	25,615	.0196	8,685	274	954	189	H	93,464	.0495	1,737	6,315	.....	.....	.0380	103
Woonsocket.....	55.6	.0379	15.7	50,066	.0384	16,288	5,002	1,774	3,750	F	74,935	.0396	1,348	4,773	.....	.....	.0389	103
East Providence..	34.1	.0233	9.4	22,704	.0174	8,420	316	742	475	F	54,689	.0290	1,604	5,818	.....	.....	.0244	105
Central Falls.....	25.1	.0171	6.9	12,807	.0098	5,797	232	588	435	H	33,125	.0175	1,320	4,801	.....	.....	.0151	88

▲ See end of state "Metropolitan County Areas."

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Before using these figures, see explanation page 19.

Looking For Something? The Table of Contents is on Pages 1, 3 and 5.

Still the "SPENDING CITY"!

JUST LOOK AT THESE FIGURES

	Woonsocket	Rhode Island
FOOD	$1031	$959
DRUGS	$ 113	$ 96

Average expenditure per family

Source: S.M. Survey of Buying Power, '49

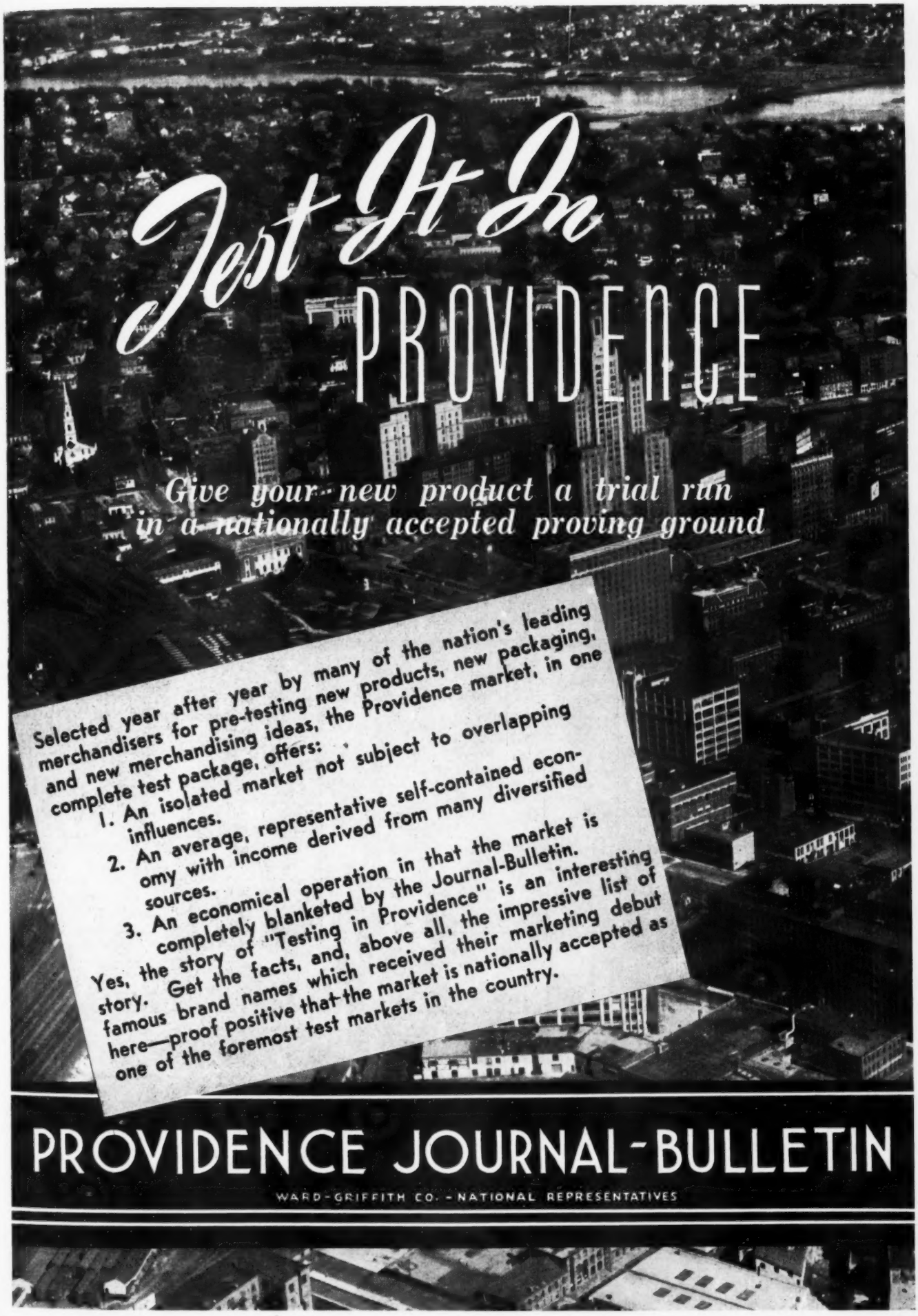
YES, once more Woonsocket leads the way in sales—spending 7.5% more on food and 15.6% more on drugs than the rest of Rhode Island families. Reach 99.7% of this rich market through the —

WOONSOCKET CALL

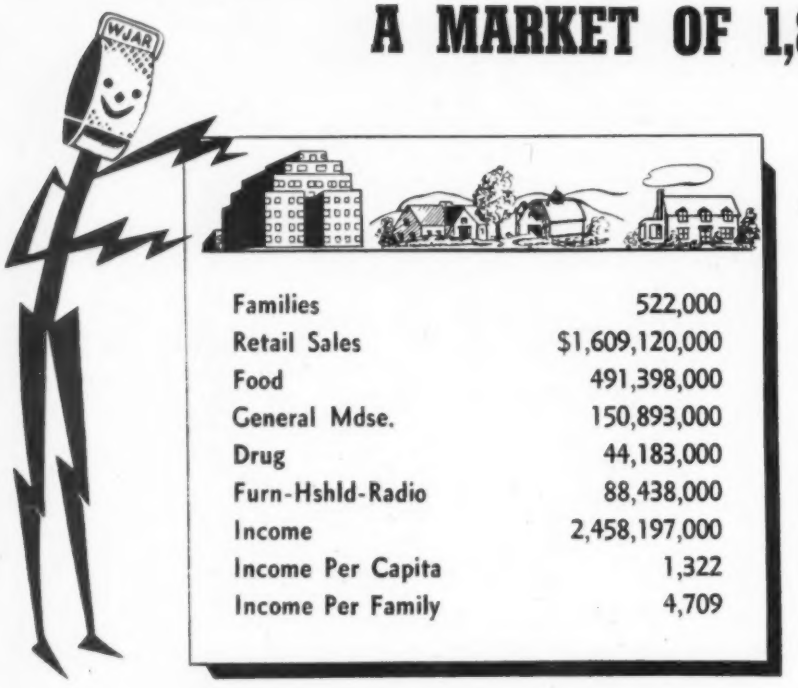


Covering Rhode Island's PLUS Market

Representatives: Gilman, Nicoll & Ruthman


Test It In
PROVIDENCE
Give your new product a trial run
in a nationally accepted proving ground
Selected year after year by many of the nation's leading merchandisers for pre-testing new products, new packaging, and new merchandising ideas, the Providence market, in one complete test package, offers:
1. An isolated market not subject to overlapping influences.
2. An average, representative self-contained economy with income derived from many diversified sources.
3. An economical operation in that the market is completely blanketed by the Journal-Bulletin.
Yes, the story of "Testing in Providence" is an interesting story. Get the facts, and, above all, the impressive list of famous brand names which received their marketing debut here—proof positive that the market is nationally accepted as one of the foremost test markets in the country.
PROVIDENCE JOURNAL-BULLETIN
WARD-GRIFFITH CO. - NATIONAL REPRESENTATIVES

WJAR . . . SELLS CITY, TOWN and COUNTRY— A MARKET OF 1,859,000 PEOPLE



Families	522,000
Retail Sales	$1,609,120,000
Food	491,398,000
General Mdse.	150,893,000
Drug	44,183,000
Furn-Hshld-Radio	88,438,000
Income	2,458,197,000
Income Per Capita	1,322
Income Per Family	4,709

A single medium with coverage of this sort is a star salesman for your product . . . especially in a buyer's market.

WJAR is news reporter, counsellor, entertainer, shopping guide to 522,000 families in Rhode Island and adjacent Massachusetts and Connecticut counties.

In this teeming market, industrial, farm, professional and trade earnings exceeded $2 Billion in 1948, and retail sales amounted to $1,609,200.

WJAR is a "wheel-horse" factor in your New England sales effort. Today — more than ever — you need the power of WJAR when buyer resistance demands more calls, more sales effort within limited costs.

WJAR BASIC NBC NETWORK • PROVIDENCE, RHODE ISLAND

Represented Nationally by WEED & COMPANY

RHODE ISLAND — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Washington	40.2	.0275	12.0	40,982	.0314	11,660	3,293	1,072	2,005		41,579	.0220	1,034	3,465	E	7.7	.0259	94
Westerly	13.4	.0092	3.7	20,532	.0157	5,405	2,917	626	1,258	H	19,239	.0102	1,436	5,200			.0117	127
Total Above Cities	614.3	.4193	173.4	648,094	.4964	170,240	77,807	19,245	38,862		907,872	.4806	1,478	5,236			.4733	113
State Total	757.4	.5170	214.6	735,869	.5638	205,859	79,609	20,625	44,194		1,094,263	.5793	1,445	5,099		1.9	.5821	109

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Before using these figures, see explanation page 19.

WESTERLY, R. I. . . Self-Contained Market with Big City Sales Activity

▶ RETAIL SALES TOP INCOME BY $1,300,000

Few big cities—if any—can match Westerly's sales tempo. Income—$91,239,000—averages $5,200 per family.

Heavy spending by the city's 3,700 families, plus a volume flow of trade from the surrounding communities, makes Westerly a vital shopping center in southern Rhode Island. Westerly's percentage of U. S. retail sales is 74% above its percentage of U. S. population.

Commodity sales are above par by even greater margins, as this table shows.

The Westerly Sun alone covers this market completely.

Westerly Outpulls Its Population Weight in Every Income and Sales Factor.

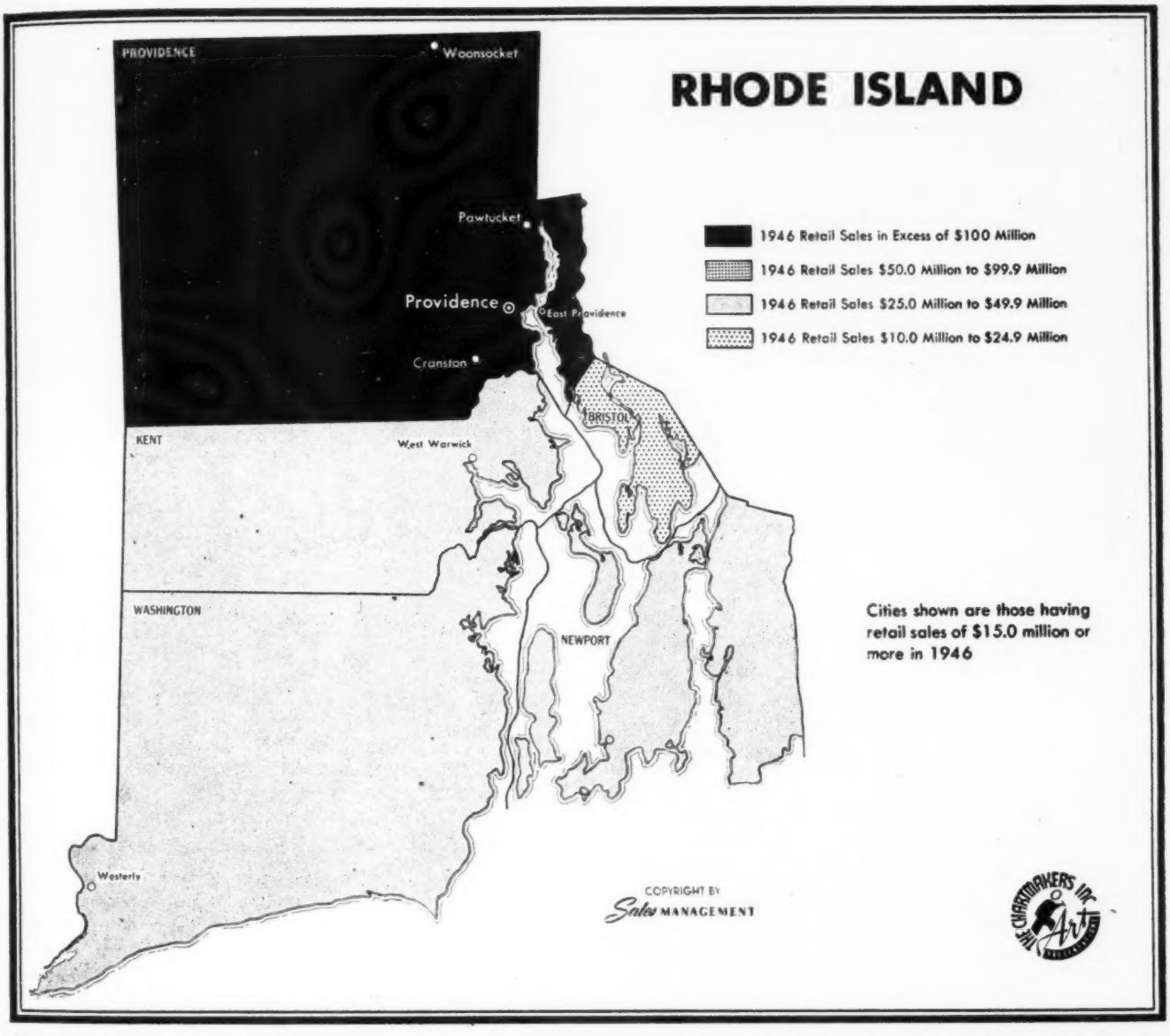
Westerly has

BUT

.0092% of the U.S. population
.0117% of the U.S. income
.0157% of the U.S. Retail Sales
.0172% of the U.S. Food Sales
.0171% of the U.S. Gen. Mdse. Sales
.0169% of the U.S. Drug Sales
.0182% of the U.S. Furniture-Hshld-Radio Sales

THE WESTERLY SUN WESTERLY, R. I.

Represented Nationally by the Julius Mathews Special Agency



RHODE ISLAND — Metropolitan County Area

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

METROPOLITAN COUNTY AREA	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Providence.....92	717.2	.4895	202.6	694,887	.5322	194,199	78,316	19,553	42,189	.....	1,052,684	.5573	1,488	5,196	.....	.....	.5362	110

CONNECTICUT — Counties and Cities

City	County	City	County	City	County
Ansonia	New Haven	Manchester	Hartford	Norwalk	Fairfield
Bridgeport	Fairfield	Meriden	New Haven	Norwich	New London
Bristol	Hartford	Middletown	Middlesex	Stamford	Fairfield
Danbury	Fairfield	Naugatuck	New Haven	Torrington	Litchfield
Derby	New Haven	New Britain	Hartford	Wallingford	New Haven
Greenwich	Fairfield	New Haven	New Haven	Waterbury	New Haven
Hartford	Hartford	New London	New London	Willimantic	Windham

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Before using these figures, see explanation page 19.

The section on Canada will be found on page 590.



Mid-Fairfield Shoppers Jam Norwalk Stores

Rich County . . . $6252 per Family Income

Rich City . . . $6486 per Family Income

City Retail Sales Volume 55% Above Population Par

Need we say more! A comparison of Norwalk's percentage of U. S. retail sales with its percentage of U. S. Population shows the city to be a bustling shopping center for mid-Fairfield County . . . 55% above par!

Per family income in both city and county indicates a high level of buying power throughout the entire area . . . and earns for this market top priority in your considerations. Interesting Norwalk totals: Income $97,290,000; retail sales $71,461,000. Quality of Market Index is 140!

The Norwalk Hour . . . with its concentrated coverage and daily wealth of local news . . . justifies your use of this newspaper to sell your products in this well-to-do Mid-County area not covered adequately by any other combination of newspapers.

Norwalk Conn. Hour

Represented by the JULIUS MATHEWS SPECIAL AGENCY • New York Chicago Boston Philadelphia Detroit

CONNECTICUT — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Fairfield.....16	503.2	.3434	141.3	517,836	.3966	143,858	45,288	13,558	25,904	.....	883,437	.4677	1,756	6,252	B	2.2	.4215	123
▲Bridgeport.....	176.5	.1204	51.0	202,993	.1555	55,377	29,275	8,041	12,722	E	284,852	.1508	1,614	5,585	.....	.....	.1460	121
Stamford.....	70.0	.0478	19.0	89,067	.0682	22,776	5,956	1,729	4,769	F	133,429	.0706	1,906	7,023	.....	.....	.0653	137
Norwalk.....	51.5	.0352	15.0	71,461	.0548	13,623	3,278	869	2,412	H	97,290	.0515	1,889	6,486	.....	.....	.0492	140

▲ See end of state "Metropolitan County Areas."

© SM, 1949.

Before using these figures, see explanation page 19.

$7,023 PER FAMILY INCOME IN STAMFORD, CONNECTICUT

$89,067,000.00 RETAIL SALES
($5,430,000 Gain over 1947)

•

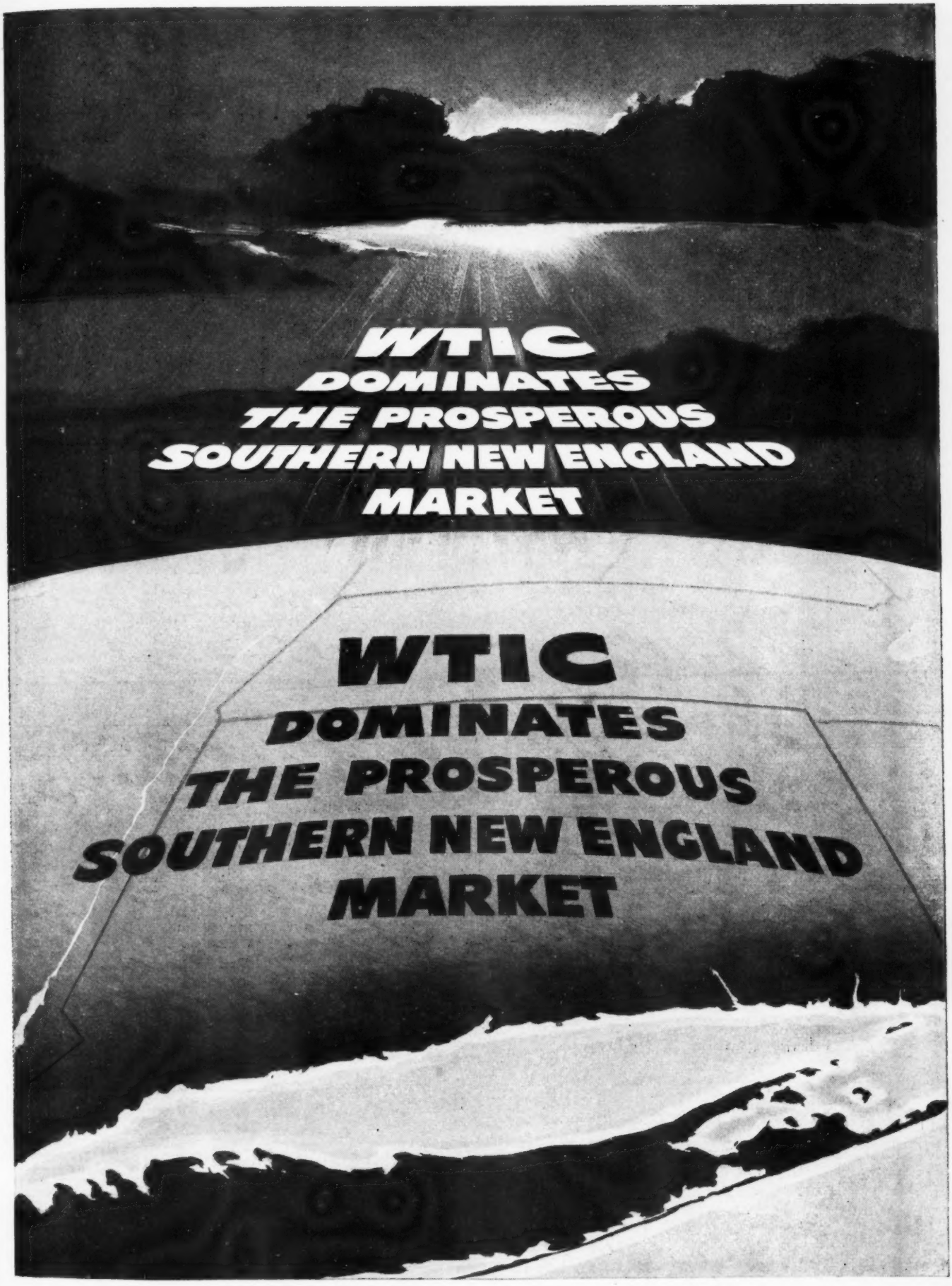
$133,429,000.00 INCOME
($12,829,000 Gain over 1947)

19,000 FAMILIES
$22,776,000 FOOD SALES
$1,729,000 DRUG SALES
$5,956,000 GENERAL MDSE. SALES
$4,769,000 FURNITURE-HSHLD-RADIO SALES

To insure your full share of this top-grade market, your list must include the

STAMFORD ADVOCATE

Over 19,000 ABC Circulation



Paul W. Morency, Vice-Pres.—Gen. Mgr. Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.

How to turn an Advertising Dollar into $1.61

For Every $1.00 Sales Potential Throughout The United States, Greenwich Offers Advertisers A Sales Potential of $1.61.

The effective buying power of the U. S. family is $4,531 —but in Greenwich, Connecticut, it is $7,531.

The only complete coverage of this top-quality market is Greenwich Time.

ADVERTISE IN

GREENWICH TIME

Often Called "The Best Suburban Daily Newspaper in America"

Nationally Represented by SMALL, BREWER & KENT, Inc., New York, Chicago, Boston.

Source:—1949 Sales Management Survey of Buying Power

CONNECTICUT — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S. A. Potential	Quality of Market Index
Greenwich.....	37.8	.0258	10.8	64,729	.0496	11,562	1,287	1,186	1,628	.....	81,339	.0431	2,152	7,531	.....	.....	.0416	161
Danbury.....	30.0	.0204	8.6	56,962	.0436	11,084	4,629	1,022	2,844	H	44,532	.0236	1,484	5,178	.....	.....	.0290	142
Hartford.....53	545.3	.3723	153.0	553,601	.4239	142,685	73,244	15,298	34,173	.....	920,261	.4870	1,688	6,015	A	3.5	.4451	120
▲Hartford.....	185.5	.1267	53.6	282,889	.2167	69,919	58,607	7,653	19,197	D	373,779	.1978	2,015	6,973	.....	.....	.1893	149

▲ See end of state "Metropolitan County Areas"

© SM, 1949.

Before using these figures, see explanation page 19.

Family Income is 52% . . . Family Retail Sales 56% ABOVE NATIONAL AVERAGE

In the WSTC Area

WSTC adds a powerful punch to your Connecticut sales program. Check the income and buying habits of WSTC families in this table. How many markets can match the quality of these families?

WSTC and WSTC - FM — STAMFORD, CONN.

AT THE GATEWAY TO NEW ENGLAND

ABC AFFILIATE

WSTC PRIMARY AREA

Greenwich-Stamford-Norwalk-Darien-New Canaan

Population	178,636
Families	50,231
Retail Sales	$245,154,000
Food	53,491,000
Genl. Mdse.	12,261,000
Drug	4,306,000
Furn.-Househld.-Radio	9,795,000
Total Income	346,012,000
Per Capita Income	1,937
Per Family Income	6,888

WESTERN CONNECTICUT BROADCASTING CO.—REP'D BY EVERETT-McKINNEY, INC.



1st As Usual

in sales opportunity

Hartford, Conn., again is 1st in per Family Income, all U. S. Cities over 100,000 population . . . in 18 out of 20 of these Sales Management studies (2 war-year exceptions).

And first in Hartford, by wide margins, THE HARTFORD TIMES affords 256% the City Zone circulation, 232% the advertising linage of the competing daily newspaper and far ahead of the competing Sunday paper on both counts . . . One of 21 Gannett Newspapers . . . Represented by J. P. McKinney & Son.

MIDDLETOWN, CONN.

FAMILY RETAIL SALES 31%
FAMILY INCOME 25% —*Above National Average*

Middletown . . . any weekday . . . a brisk, weaving pattern of shopping traffic and store activity. Retail sales in the city average $4,090 per family as industrial wage earners, farmers, college faculty and students, business and professional people satisfy their living needs in Middletown stores.

Middletown—with the maximum points of superiority in national, regional, and state comparison in SALES MANAGEMENT's recent study—continues its impressive gains. Total income of $44,075,000 averages $5,651 per family.

Sales and income also show big gains in Middlesex County—the Greater Middletown market. Here 64,200 people . . . 18,700 families . . . earned $94,263,000 in 1948—spent $57,381,000 for retail purchases.

THE MIDDLETOWN MARKET

	Middletown	Middlesex County
Population	28,500	64,200
Retail Sales	$31,904,000	$57,381,000
Food	6,852,000	15,598,000
General Merchandise	4,640,000	5,368,000
Drug	929,000	1,704,000
Furn.-Household-Radio	2,136,000	2,839,000
Total Buying Income	44,075,000	94,263,000
Per Capita Income	1,546	1,468
Per Family Income	5,651	5,041
Quality of Market	117	107

• • The Middletown Press alone covers this hustling market. The Press reaches practically all of the city's homes and saturates the trading area to a degree no combination of outside papers can attain.

THE MIDDLETOWN PRESS

MIDDLETOWN, CONNECTICUT

NATIONAL REPRESENTATIVE:

The Julius Mathews Special Agency

Boston • New York • Philadelphia • Syracuse • Chicago • Detroit

CONNECTICUT — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
▲New Britain	79.5	.0542	21.0	85,256	.0653	16,652	6,024	1,644	5,805	G	115,780	.0613	1,456	5,513			.0611	113
Bristol	40.2	.0275	10.9	31,001	.0237	8,183	1,835	520	2,107	H	60,153	.0319	1,496	5,519			.0286	104
Manchester	35.0	.0239	9.9	30,448	.0233	6,857	1,852	399	2,139		48,831	.0258	1,395	4,932			.0247	103
Litchfield	105.4	.0719	30.6	85,533	.0655	26,734	5,858	2,930	4,224		144,361	.0765	1,370	4,718	B	10.0	.0723	101
Torrington	32.0	.0218	8.7	30,450	.0234	8,659	4,046	782	2,041	H	44,291	.0235	1,384	5,091			.0231	106
Middlesex 53	64.2	.0438	18.7	57,381	.0440	15,598	5,368	1,704	2,839		94,263	.0499	1,468	5,041	B	8.3	.0469	107
Middletown	28.5	.0195	7.8	31,904	.0244	6,852	4,640	929	2,136	H	44,075	.0233	1,546	5,651			.0229	117

▲ See end of state "Metropolitan County Areas."

© SM, 1949.

Before using these figures, see explanation page 19.

BRISTOL, Conn. SHOWS A GAIN

- Local merchants used 4,427,836 lines in 1948 in their local newspaper, THE BRISTOL PRESS — more than ever before.
- That's why our retail sales are the highest ever.
- Proof that THE PRESS produces profitable results.
- No outside newspaper can cover this market. Consult your ABC reports and prove it to yourself.

ONLY THE PRESS COVERS BRISTOL

THE BRISTOL PRESS

National Representatives—DeLISSER, INC.

GO AFTER SALES WHERE INCOME IS UP!

THAT'S TORRINGTON, CONNECTICUT

Low rents and moderate living costs make this extra money available for desired purchases.

In Torrington average earnings are up 48%.

Your schedule based on moderate space requirements in the Register will enable you to exceed sales quotas to a degree that far outweighs the low cost of advertising.

Torrington's income averages $5,091 per family. Total retail sales are $30,450,000. The Register—largest daily newspaper in Northwestern Connecticut . . . is a daily force in the lives of consumers and retailers, not only in the city but in Litchfield County . . . with $85,533,000 retail sales.

The balance between cost and sales in the Torrington market is top-heavy in your favor. Your "move."

TORRINGTON REGISTER

Largest Daily Newspaper in Northwestern Connecticut

Represented by The Julius Mathews Special Agency

Easy to Sell—

THE HARDWARE CENTER OF THE WORLD



• THE NEW BRITAIN MARKET

(1949 Estimated Population, 97,780)
A vital part of famous Hartford County

• A COMPACT MARKET

263 Grocery — 364 Beer — 250 Liquor
Outlets within 7 miles of City Hall!

• EASY FOR SALESMEN

Your salesmen will tell you that it's a cinch to get around New Britain. The market is compact . . . Our Grocery and Liquor route lists are accurate, up-to-date . . . they're yours for the asking.

• EASY NEWSPAPER PROMOTION

96.2% of the families in the New Britain Market read the NEW BRITAIN HERALD, and . . . . . .

97.5% of the HERALD'S total circulation (23,811) is concentrated in the New Britain Market!
The rate? . . . . . 11c a line, flat.

Sounds good, doesn't it? Let us send you details—and you'll like it better! Just drop us a line.

NEW BRITAIN HERALD

Represented by STORY, BROOKS & FINLEY, INC.



CONNECTICUT — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

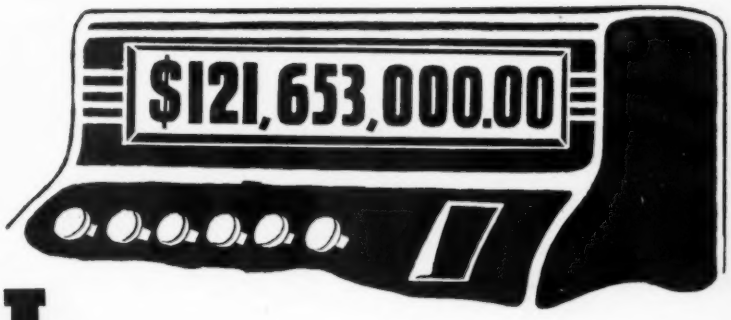
COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
New Haven.....80	559.3	.3818	157.0	538,284	.4123	144,983	45,179	15,830	35,490	.....	830,241	.4395	1,484	5,288	B	2.1	.4198	110
▲New Haven....	174.0	.1187	50.4	221,773	.1699	43,152	23,065	7,498	18,205	D	271,722	.1438	1,562	5,391	.....	.....	.1466	124
▲Waterbury....	110.5	.0755	30.1	121,653	.0931	33,726	13,811	4,124	8,206	F	168,956	.0895	1,529	5,613	.....	.....	.0878	116
Meriden.....	44.6	.0304	13.2	64,056	.0491	14,384	3,200	708	2,205	H	62,565	.0331	1,403	4,740	.....	.....	.0374	123
Ansonia.....	22.0	.0150	6.1	25,299	.0194	6,212	779	338	1,666	H	26,522	.0140	1,206	4,348	.....	.....	.0158	105
Naugatuck.....	18.8	.0129	5.3	18,302	.0140	4,461	521	347	607	.....	26,021	.0138	1,384	4,910	.....	.....	.0137	106
Wallingford.....	17.0	.0116	4.9	18,302	.0140	5,004	496	215	664	.....	25,250	.0134	1,485	5,153	.....	.....	.0132	114
Derby.....	11.0	.0075	3.0	16,686	.0128	2,606	1,139	261	744	H	13,074	.0069	1,189	4,358	.....	.....	.0088	117
New London.....	141.5	.0968	42.2	128,194	.0982	36,970	9,833	2,882	7,618	.....	191,881	.1015	1,356	4,547	B	6.5	.0995	103
Norwich.....	35.5	.0242	10.2	38,458	.0295	10,707	3,550	725	2,593	G	44,458	.0235	1,252	4,350	.....	.....	.0254	105
New London.....	36.5	.0249	10.9	52,687	.0403	12,594	5,753	1,297	4,134	G	57,006	.0302	1,562	5,230	.....	.....	.0322	129

▲ See end of state "Metropolitan County Areas."

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Before using these figures, see explanation page 19.

ALL This Business is LOCAL



$121,653,000.00 Retail Sales rung up on the cash registers of

WATERBURY

CONNECTICUT'S 4th LARGEST MARKET

by families who live and shop in Waterbury

Retail Sales $121,653,000 • Food Sales $33,726,000 • General Mdse Sales $13,811,000
Drug Sales $4,124,000 • Furniture-Household-Radio Sales $8,206,000
Income Per Family $5,613

Besides emphasizing Waterbury's independence as a self contained market, Sales Management's Survey of Buying Power shows the city with a sales potential of extraordinary proportions. Just compare Waterbury's per family sales averages with Connecticut averages . . . .for a true appreciation of the advantages awaiting you in this market.

	WATERBURY FAMILY AVERAGE	CONN. FAMILY AVERAGE
Retail Sales	$4041	$3432
Food	1120	933
Genl Mdse	459	331
Drug	137	93
Furniture-Hshld	273	199

The Waterbury Republican—American alone covers this market . . . COMPLETELY

THE WATERBURY REPUBLICAN-AMERICAN

Covering Northwestern Connecticut

NATIONAL REPRESENTATIVES — GILMAN, NICOLL & RUTHMAN

There is a HUMAN SIDE to Facts and Figures that seldom Appears in print . . .

Sales Management's 1949 Survey of Buying Power provides these figures: Hartford's Effective Buying Income per capita is $726.00 above the U.S. average, while the per family income is $2,442.00 more than the national average. This proves that Hartford folks have money to spend in greater quantity than most other areas of the country. With more money with which to buy it is possible to buy quality. And, that's what happens all the time in the Hartford trading area.

So much for the figures and facts. Now let's get to the "seldom seen in print" department.

WTHT statements concerning coverage, cost per thousand listeners and programming are always on the conservative side. Exaggeration just doesn't go in any type of advertising, that's why WTHT makes statements rather than claims . . . that's why WTHT has so many loyal listeners and advertisers. When they hear it on WTHT they can believe it. Would you like our complete story? Get it from:

WTHT

The Broadcasting Division of
The Hartford Times
Basic — A B C
555 Asylum Street
Hartford 5, Connecticut

EVERETT - McKINNEY, INCORPORATED

40 East 49th Street, New York 17, New York
400 North Michigan Avenue, Chicago 11, Illinois

CONNECTICUT — (Continued)

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COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Tolland	38.4	.0262	11.4	24,289	.0186	6,733	704	339	925		40,940	.0217	1,066	3,591	B	15.8	.0217	83
Windham	62.9	.0430	18.2	59,567	.0457	16,194	4,048	1,053	2,979		60,376	.0320	960	3,317	B	10.2	.0383	89
Willimantic	14.0	.0096	4.3	23,888	.0183	5,152	1,494	448	1,029	H	15,438	.0082	1,103	3,590			.0115	120
Total Above Cities	1,250.4	.8535	354.7	1,578,264	1.2089	369,542	175,237	40,735	97,853		2,039,363	1.0796	1,631	5,756			1.0732	126
State Total	2,020.2	1.3790	572.4	1,964,885	1.5048	533,755	189,522	53,394	114,152		3,165,760	1.6758	1,567	5,531		3.9	1.5651	113

CONNECTICUT — Metropolitan County Areas

Bridgeport	10	503.2	.3434	141.3	517,836	.3966	143,858	45,288	13,558	25,904		883,437	.4677	1,756	6,252			.4215	123
Hartford-New Britain	53	609.5	.4161	171.7	610,982	.4679	158,283	78,612	17,002	37,012		1,014,524	.5369	1,664	5,908			.4920	118
New Haven-Waterbury	60	559.3	.3818	157.0	538,284	.4123	144,983	45,179	15,830	35,490		830,241	.4395	1,484	5,288			.4198	110

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Before using these figures, see explanation page 19.

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Remember Hartford—

3rd Highest Family Income in U. S. A.

exceeded only by Cleveland Heights, Ohio and Stamford, Conn.

●

Remember The Hartford Courant

Covers Hartford and MORE THAN HALF of the prosperous and busy State of Connecticut

Morning Circulation	Sunday Circulation
FEB. 1949 **60,383**	FEB. 1949 **105,323**
Feb. 1948, 55,963	Feb. 1948, 99,895

Represented by Gilman, Nicoll and Ruthman

The Hartford Courant

America's Oldest Newspaper in Continuous Publication. Established 1764

ALL *This..* AND CBS TOO, IN HARTFORD

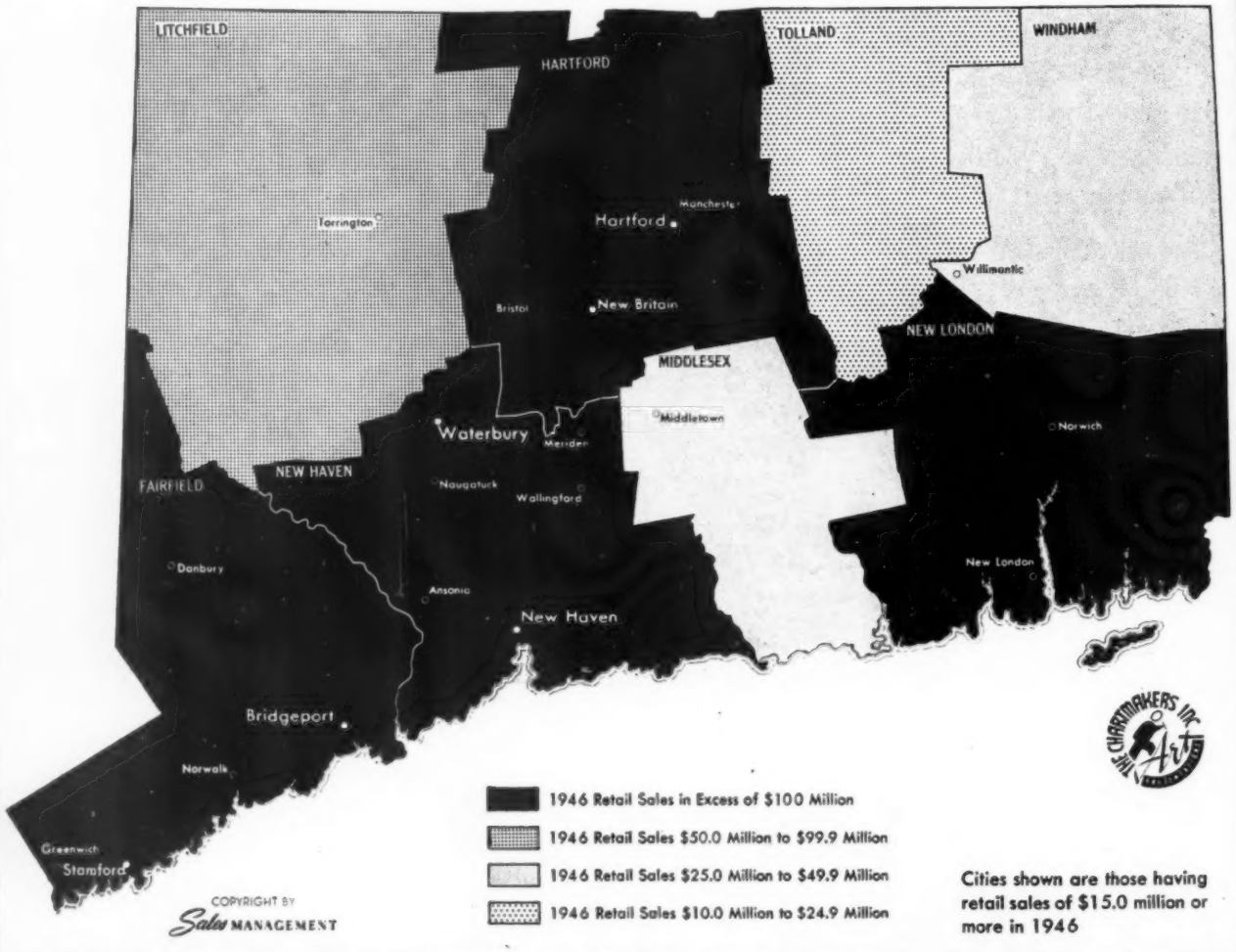
- **WDRC** is Connecticut's Pioneer Broadcaster, with AM and FM.
- **WDRC** gives you coverage — with 5000 watts, day and night.
- **WDRC** has one low rate for all — national, regional, local.
- **WDRC-FM** is included as an extra bonus, afternoon and evening.

With all this, and the swing to CBS, WDRC is more than ever your best buy in the rich Hartford market. Basic CBS since 1930.

Walter Haase, Station Mgr. · William Malo, Commercial Mgr. · Paul H. Raymer, National Rep.

WDRC
HARTFORD 4 CONNECTICUT
AM • FM

CONNECTICUT



Mr. Herb A. Shutts, Director of Research & Media, MacFarland, Aveyard & Company, writes about SALES MANAGEMENT'S Survey of Buying Power:

"For a long time your Survey has been a bible in the marketing field and I am certain that the new features you have added for the 1949 Survey will add to its effectiveness."

BRIDGEPORT . . . A Great Market

Bridgeport is a wealthy market — wealthy by any standard. Fairfield County, in which Bridgeport is located, has an effective buying income of $6,252 per family — $1,721 above the United States average, over $700 greater than the average for the rich state of Connecticut . . .

1948 Effective Buying Income per Family

Fairfield County	$6,252
Connecticut	5,531
United States	4,531

The Bridgeport market can buy a lot of what you have to sell. The POST-TELEGRAM gives advertisers 96% coverage of the Bridgeport ABC City and Retail Trading Zone, hence enables them to reach Bridgeport's prosperous families with powerful impact.

DIVERSITY . . . Keeps It So!

Yankee ingenuity, backed by skilled labor with fine and peaceful working conditions, turns out a variety of products running literally into thousands of items. This diversity accounts for steadiness of employment and income under all conditions. Here are just a few of the things made in Bridgeport:

Arms and Ammunition	Brass Tubing	Wiring Devices
Chain and Cable	Brass Bars	Motors
Machine Tools	Thermostats	Gauges
Cutlery	Rubber Goods	Hand Tools
Casters	Helicopters	Drugs
Auto Fabrics	Dictaphones	Typewriters
Auto Fittings	Records	Office Machines
Lace	Electrical Appliances	Brake Linings
Valves	Sewing Machines	Silverware

THE POST-TELEGRAM

Gateway to Bridgeport Pocketbooks

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT

RETAIL SALES AVERAGE $3796 PER FAMILY

NORTH ADAMS
MASS.
CORNERS
This Market
For You

Smaller cities . . . where distance from metropolitan centers stimulate hometown shopping . . . yield plump profit margins on your advertising investments. In North Adams . . . dominating the northwest corner of Massachusetts . . . retail sales totaling $24,310,000 average 21% above the state per capita. This fast tempo makes possible extremely low sales costs. The saturation coverage of the Transcript—100% in the city zone, better than 95% in combined city zone and trading area —trim sales costs to even slimmer proportions.

THE NORTH ADAMS TRANSCRIPT *NORTH ADAMS, MASS.*

The Julius Mathews Special Agency

MASSACHUSETTS

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City	County	City	County	City	County
Arlington	Middlesex	Haverhill	Essex	Peabody	Essex
Athol	Worcester	Holyoke	Hampden	Pittsfield	Berkshire
Attleboro	Bristol	Lawrence	Essex	Plymouth	Plymouth
Barnstable	Barnstable	Leominster	Worcester	Quincy	Norfolk
Belmont	Middlesex	Lowell	Middlesex	Revere	Suffolk
Beverly	Essex	Lynn	Essex	Salem	Essex
Boston	Suffolk	Malden	Middlesex	Somerville	Middlesex
Brockton	Plymouth	Marlborough	Middlesex	Southbridge	Worcester
Brookline	Norfolk	Medford	Middlesex	Springfield	Hampden
Cambridge	Middlesex	Melrose	Middlesex	Taunton	Bristol
Chelsea	Suffolk	Middleborough	Plymouth	Wakefield	Middlesex
Chicopee	Hampden	Milford	Worcester	Waltham	Middlesex
Clinton	Worcester	Natick	Middlesex	Watertown	Middlesex
Dedham	Norfolk	Needham	Norfolk	Webster	Worcester
Everett	Middlesex	New Bedford	Bristol	Wellesley	Norfolk
Fall River	Bristol	Newburyport	Essex	Westfield	Hampden
Fitchburg	Worcester	Newton	Middlesex	West Springfield	Hampden
Framingham	Middlesex	North Adams	Berkshire	Weymouth	Norfolk
Gardner	Worcester	Northampton	Hampshire	Woburn	Middlesex
Gloucester	Essex	Norwood	Norfolk	Worcester	Worcester
Greenfield	Franklin				

COUNTIES / CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Barnstable	40.4	.0275	13.0	52,984	.0408	20,585	3,332	1,738	2,035		55,940	.0296	1,385	4,303	D	7.7	.0325	118
Barnstable	8.7	.0059	2.6	16,764	.0129	5,882	1,497	567	547	H	13,998	.0074	1,609	5,384			.0088	149
Berkshire 168	130.0	.0888	36.9	119,734	.0917	32,813	12,251	2,695	5,873		161,239	.0854	1,240	4,370	C	5.1	.0879	99
◆Pittsfield	55.0	.0375	15.1	58,919	.0451	14,668	8,147	1,110	2,691	G	79,805	.0423	1,451	5,285			.0421	112
North Adams	22.2	.0152	6.4	24,310	.0186	5,923	3,049	509	1,551	H	26,396	.0139	1,189	4,124			.0156	103

◆ See end of state "New Metropolitan County Areas." © SM, 1949. Before using these figures, see explanation page 19.

WMNB

"HOME STATION" TO NORTHERN BERKSHIRE'S
14,000 RADIO EQUIPPED HOMES

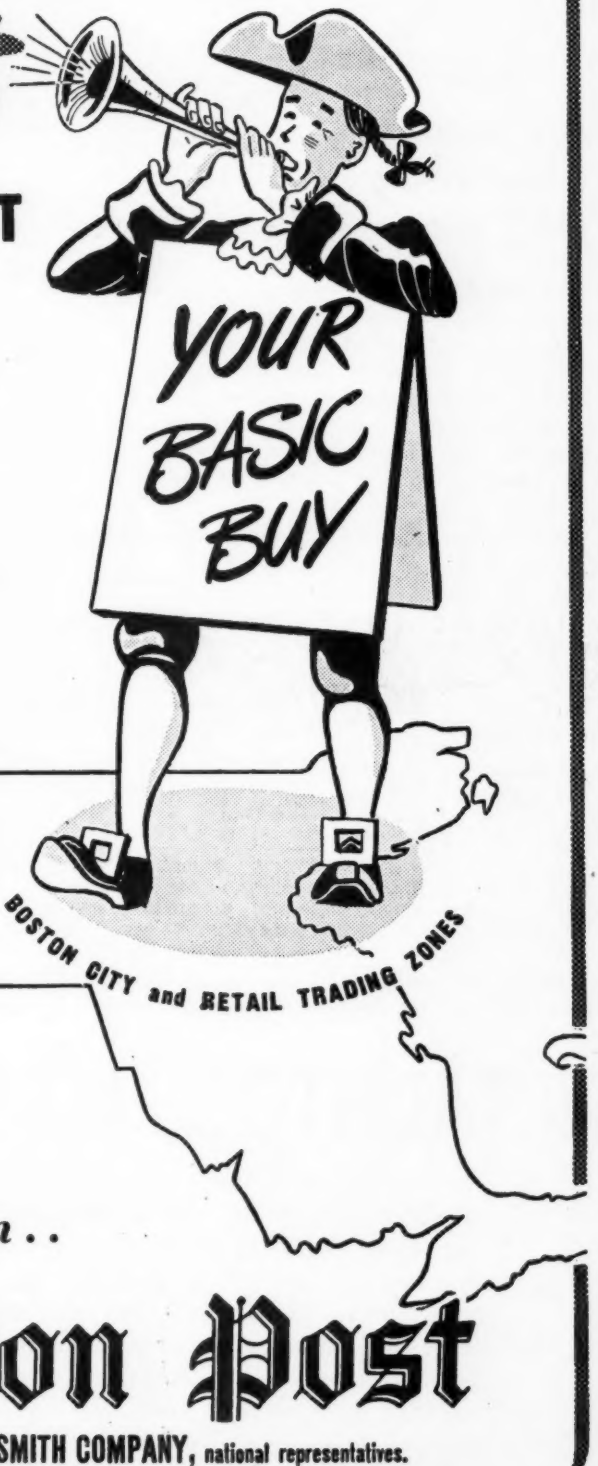
Studios and offices at 466 Curran Highway, **NORTH ADAMS, MASS.**

Represented Nationally by W. S. GRANT CO., INC.—In New England by KETTELL-CARTER

The Boston Post

PULLS MOST

WHERE MOST $$$$ ARE SPENT



Right here in the "Boston City and Retail Trading Zones" 36% of all New Englanders account for 29%* of all New England's retail sales. And here The Boston Post dominates all Boston newspaper circulations with a family coverage of 40%. No combination buy can match that figure.

The Boston Post IS READ MOST, PULLS MOST where 29 out of every 100 New England dollars are spent at retail. It's the powerful one-paper buy in New England's most fertile, most concentrated market.

**Those cities covered by "Sales Management" estimates in "Sales Management" survey.*

Your Basic Buy in Boston . .

The Boston Post

for further information and complete proof, consult the KELLY-SMITH COMPANY, national representatives.

DAILY-SUNDAY



The KEY to the 4TH ★ LARGEST MARKET IN MASSACHUSETTS

.... FOR INCREASED SALES....

Economically Covered by.... ONE Newspaper

Diversified industries assure steady payrolls — New Bedford is also one of the largest fishing ports in the United States. Cape Cod, Martha's Vineyard and Nantucket, America's most famous Summer vacation lands, attract over half a million Summer visitors every year. It's a Plus Market for Greater Advertising Returns.

★ NEW BEDFORD plus CAPE COD

Retail Sales...Approx. 200 Million Dollars
Food Sales.....Over 70 Million Dollars
Drug Store Sales...Over 6 Million Dollars

The Standard-Times

Represented by Gilman-Nicoll-Ruthman—New York, Boston, Chicago, Philadelphia, San Francisco, Los Angeles

MASSACHUSETTS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)								FARM				
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Bristol.....43	385.0	.2628	109.4	288,070	.2206	92,152	25,022	7,639	18,818	.....	438,787	.2323	1,140	4,011	B	3.0	.2349	89
▲Fall River.....	115.6	.0789	31.8	108,666	.0833	29,824	10,146	2,296	8,828	F	127,912	.0677	1,107	4,022	.....	.....	.0745	94
▲New Bedford..	114.0	.0778	33.3	110,440	.0845	31,541	11,025	3,117	6,533	F	131,752	.0698	1,156	3,957	.....	.....	.0757	97
Taunton.....	40.0	.0273	11.0	37,841	.0290	7,841	2,001	611	2,019	H	50,320	.0266	1,258	4,575	.....	.....	.0274	100
Attleboro.....	25.5	.0174	7.5	20,371	.0156	4,597	1,316	485	951	H	36,439	.0193	1,429	4,859	.....	.....	.0178	102

▲ See end of state "Metropolitan County Areas."

© SM, 1949.

Before using these figures, see explanation page 19.

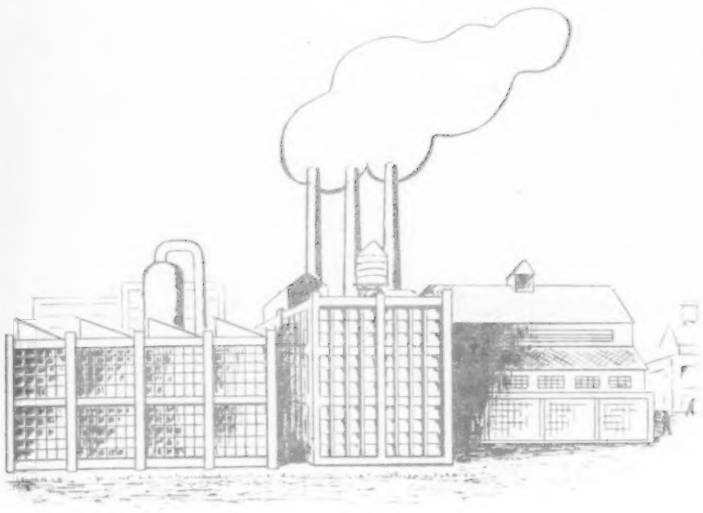
IN TAUNTON, MASS. INCOME, SALES, COVERAGE, AD COSTS ARE ALL IN YOUR FAVOR

Taunton's income jumped 27% in 1948. High wages . . . in diversified skilled industries, are reflected in a high level of family purchases. Retail sales total $37,841,000 . . . more than 75% of Taunton's effective buying income . . . and average $3441 per family — highest family sales average in industrial Bristol County.

The one hundred year old Taunton Gazette is an institution with all Taunton families . . . a completely loyal readership that enables you to sell this market at truly low cost.

TAUNTON GAZETTE *Established 1848*

Represented by The Julius Mathews Special Agency



IN FALL RIVER . . . large-scale producer of domestic and export goods . . . more than 270 manufacturing plants—with annual payrolls exceeding $90,000,000—underwrite continued high buying power.

Retail Sales in 1948 totaled

$108,666,000.00

One newspaper . . . the Herald News . . . delivers more than 95% of the entire ABC market—an intensity of coverage which no combination of outside newspapers can approach.

FALL RIVER HERALD NEWS

FALL RIVER, MASS.

NATIONAL REPRESENTATIVES

KELLY-SMITH CO.

New York • Chicago • Philadelphia • Boston • Detroit

Atlanta • Los Angeles • San Francisco • Syracuse



BONUS POTENTIAL:

14% MORE RADIO FAMILIES

in 50%-100% BMB daytime counties

BOSTON 50,000 WATTS

WBZ

WBZA • SPRINGFIELD • 1,000 WATTS

In 50%-100% daytime counties *alone*, the WBZ market* includes 1,424,200 families.. a 14% *increase* over the original 1946 figures!

People in this WBZ area have a net effective income of more than $6½ billion. Retail sales gross more than $4½ billion.

These figures do *not* include the rich market reached by WBZ in 26 under-50% counties!

Altogether, WBZ programs reach almost 80% of the total New England market. No other medium has this coverage!

NBC affiliate. For details, check WBZ Sales or Free & Peters.

* Survey by SALES MANAGEMENT

WESTINGHOUSE RADIO STATIONS INC

For dominant *Television* coverage in the heart of this rich market . . . WBZ-TV

MASSACHUSETTS— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Dukes	5.1	.0035	1.6	7,943	.0061	3,501	378	308	946	.....	8,174	.0043	1,603	5,109	G	9.2	.0047	134
Essex.....15	530.0	.3617	150.5	416,716	.3192	139,628	36,717	12,071	21,059	.....	681,706	.3503	1,249	4,397	B	1.8	.3432	95
Lynn	110.0	.0751	33.3	97,101	.0744	33,084	11,165	2,983	5,642	G	151,480	.0802	1,377	4,549	.....	.....	.0773	103
Lawrence	90.2	.0616	24.8	83,762	.0642	23,168	8,070	2,549	5,692	G	101,475	.0537	1,125	4,092	.....	.....	.0584	95

© SM, 1949.

Before using these figures, see explanation page 19.

? ? ? ? ? ?

Ask yourself these questions . . .

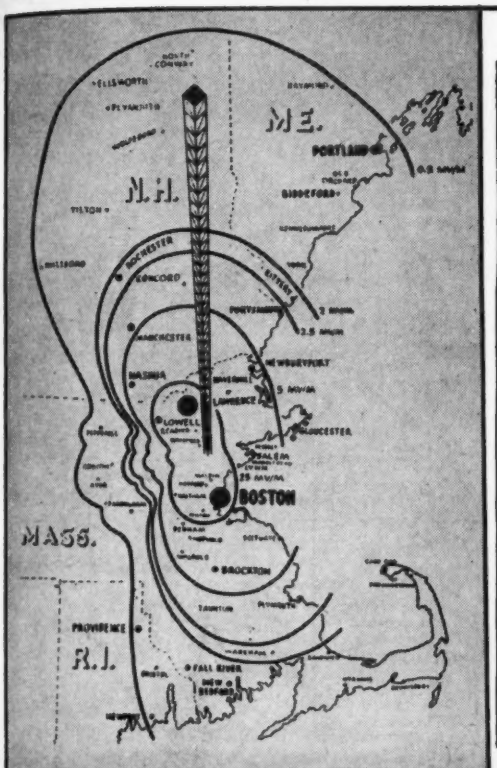
1. Why does a newspaper join the ABC?
2. Why does a newspaper *fail* to join the ABC?



GET RESULTS IN LYNN ITEM

WITH THE LYNN'S *Only* ABC Newspaper

Represented by SMALL, BREWER *and* KENT, *Inc.* CHICAGO • NEW YORK • BOSTON • SAN FRANCISCO • LOS ANGELES



ABC BASIC STATION LAWRENCE, Mass.

New England's Most Powerful Radio Station

THE DOOR IS OPEN!

NEW ENGLAND MARKETS

WLAW
50,000 WATTS
680 KC.
LAWRENCE MASS.

$ 5,968,461,750* IS WAITING FOR YOU

STUDIOS IN LAWRENCE BOSTON LOWELL

WLAW-FM
20,000 WATTS
93.7 megs.

BOSTON SALES OFFICE
210 TREMONT ST.

* WLAW MARKET ANALYSIS-1948-BY SALES MANAGEMENT

PAUL H. RAYMER CO. inc.
NATIONAL REPRESENTATIVES



LAWRENCE, MASSACHUSETTS

THE *EagleTribune*

IS THE ADVERTISING KEY UNLOCKING A BUYING POTENTIAL OF . . .

$188,901,324.00*

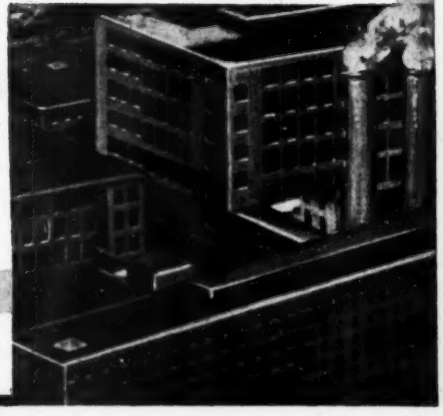
1946 — $99,067,000.00*

1947 — $129,144,000.00*

1948 — $188,901,324.00*

*Sales Management Survey of Buying Power

UP 31.6% IN 1948 OVER 1947



The EAGLE-TRIBUNE
LAWRENCE, MASSACHUSETTS
(CAPITAL OF WORSTED TEXTILE INDUSTRY IN AMERICA)
WARD-GRIFFITH CO. INC. - NATIONAL REPRESENTATIVES

$452,353,000 RETAIL SALES IN THE WHYN AREA

WHYN . . . popular voice of the prosperous Pioneer Valley . . . enables you to reach 445,-000 people . . . in 122,800 families . . . at truly low cost per listener. Living standards of these people—industrial workers, farm owners, small town businessmen, students from five colleges—call for a great volume and variety of retail goods . . . $452,353,000 worth in 1948.

Time on WHYN costs little . . . adds a big plus to your returns from this rich area.



Studios in Holyoke, Northampton, South Hadley Falls

WHYN SELLS THIS MARKET

Population	445,400
Families	122,800
Retail Sales	$452,353,000
Food	113,589,000
General Merchandise	44,503,000
Drug	10,699,000
Furniture-Household-Radio	23,049,000
Income	613,643,000
Per Capita Income	1,378
Per Family Income	4,997

WHYN HOLYOKE, MASS.

MASSACHUSETTS—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (In thousands of dollars)									FARM			
	Total (In thousands)	% of U.S.A.	Families (In thousands)	Dollars (In thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (In thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Haverhill	48.5	.0331	14.2	40,426	.0309	13,410	4,339	870	2,794	H	56,745	.0301	1,170	3,996			.0309	93
Salem	44.1	.0301	12.1	46,124	.0354	13,597	6,675	1,492	2,082	G	65,180	.0345	1,478	5,387			.0339	113
Beverly	31.4	.0214	8.8	21,249	.0162	6,990	1,354	712	915	H	48,042	.0254	1,530	5,459			.0218	102
Gloucester	25.2	.0172	7.4	19,176	.0147	6,563	1,258	534	1,219	H	33,037	.0175	1,311	4,464			.0166	97
Peabody	22.3	.0153	5.8	14,999	.0115	5,441	442	668	288	H	29,994	.0159	1,345	5,171			.0145	95

© SM, 1949.

Before using these figures, see explanation page 19.

In HAVERHILL MASS., High Wages Are Reflected in a

20% RETAIL SALES INCREASE

compared with 11% for the Nation . . . 10% for the State

No doubt about it . . . Haverhill's eager buying habits will give a big lift to your sales program in this wage-rich industrial area of Massachusetts. In Haverhill the Gazette puts your selling effort in high gear.

THE HAVERHILL GAZETTE

(17,800 Net Paid ABC Circulation)

Ward-Griffith Company, Inc., National Representatives

HAVERHILL IS GROWING—FAST

Retail Sales	$40,426,000
Food	13,410,000
General Merchandise	4,339,000
Drug	870,000
Furniture—Household—Radio	2,794,000

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						EFFECTIVE BUYING INCOME—1948 SM ESTIMATES				SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	% of U.S.A. Potential	Quality of Market Index
Salem	44.1		12.1	46,124		13,597	6,675	1,492	2,062	65,180		1,478	5,387		
Beverly	31.4		8.8	21,249		6,990	1,354	712	915	48,042		1,530	5,459		
Peabody	22.3		5.8	14,999		5,441	442	668	288	29,994		1,345	5,171		
Danvers	14.2		3.7	7,986		3,051	202	305	185	15,129		1,066	4,089		
Marblehead	10.8		2.8	6,049		2,309	152	231	130	10,931		1,012	3,904		
Ipswich	6.3		1.7	3,669		1,402	93	139	75	6,472		1,027	3,807		
Manchester	22.5		.66	1,427		545	36	54	31	2,614		1,048	3,960		
Middleton	2.3		.61	1,307		503	34	50	28	2,504		1,088	4,105		
Essex	1.4		.37	798		305	21	31	17	1,406		1,004	3,800		
Rowley	1.5		.39	842		322	21	32	19	1,521		1,014	3,900		
Wenham	1.2		.32	691		274	17	27	15	1,269		1,058	3,965		
Topsfield	1.1		.29	626		240	15	24	14	883		803	3,045		
Hamilton	2.0		.53	1,145		438	30	43	29	1,775		888	3,350		
Boxford	1.0		.26	562		314	14	23	13	880		888	3,385		
Salem City Zone	142.1	.0969	38.33	107,474	.0710	35,631	9,106	3,831	3,841	188,600	.0990	1,327	4,920	.0890	92

It's That SECOND Look That Brings You Sales Beyond Expectation from Salem City Zone!

Some people call Salem "quaint."

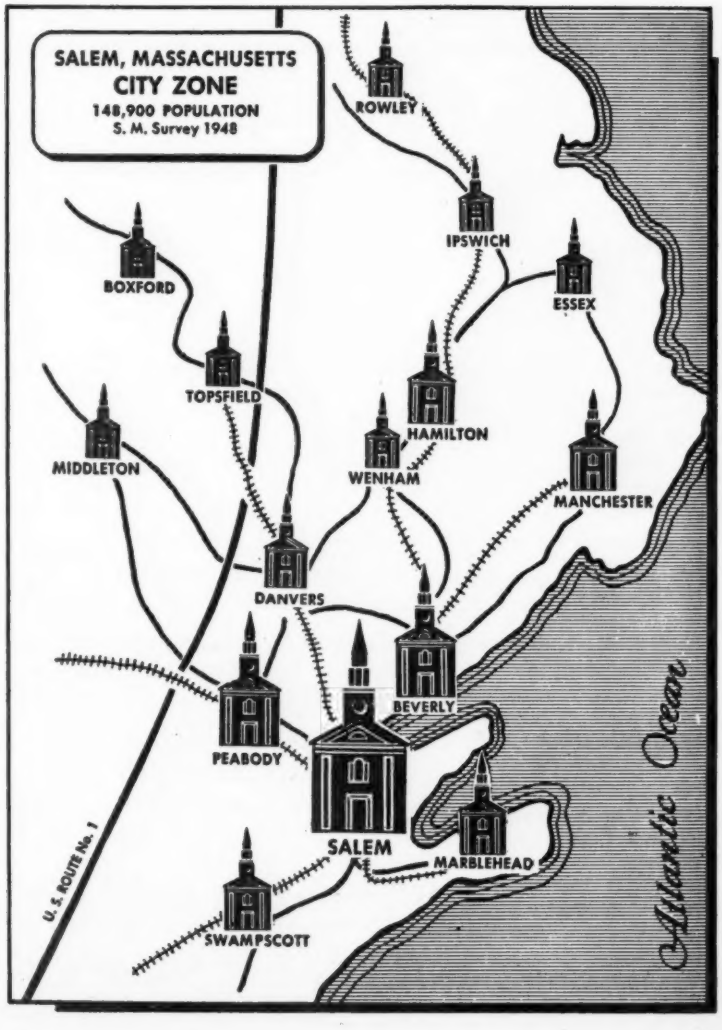
That's all right with local merchants who think in terms of Frenchtown, Blubber Hollow, Willows and Winter Island. Those names are as much a part of Salem City Zone as Beverly, Peabody, Danvers, and Marblehead — inter-related communities that make up the Salem Evening News interpretation of the City Zone.

Yes, this combination changes Salem's population from 44,100 to 142,100 city zone population.

Do you wonder that we urge you to take that Second Look at Salem?

For your convenience — at the top of this advertisement is a special analysis of Salem City Zone compiled by SALES MANAGEMENT.

Now is the time for planners of sales-making campaigns to Buy advertising scientifically. For top sales returns — better take another look at the combined Salem market.



SALEM EVENING NEWS

Salem, Massachusetts

Represented by

JULIUS MATHEWS SPECIAL AGENCY

New York Chicago Boston
Philadelphia Detroit Syracuse

THESE 30,700 FAMILIES SPENT AN AVERAGE OF $3,055 FOR RETAIL SALES
- - - IN THE COMPACT HOLYOKE CITY ZONE.

$93,802,000.00
RETAIL SALES

For Holyoke, Chicopee and the Hadleys—where more than 200 industrial plants employ more people than there are families in the area.

A backlog of orders keep payrolls in continuous motion. The 30,700 city zone families are spending a substantial portion of their wages for comfortable living . . . in well balanced proportions of food, drug products, general merchandise, furniture, radios and other types of needed goods.

The Holyoke Transcript Telegram fits into this continuous motion with a local newspaper published every business day evening . . . packed with interest to create sales in this well patronized High-Spot city. This paper . . . read by over 80% of the city zone families . . . is used generously by retailers . . . mute testimony . . . that matches sincere recommendations from distributors of products designed for consumer use.

The Holyoke City Zone
S. M. Estimates

Population	114,100
Families	30,700
Retail Sales	$ 93,802,000
Food	26,999,000
General Merchandise	5,665,000
Drug	2,083,000
Furniture-Household-Radio	4,346,000
Effective Buying Income	143,437,000
Per Capita Income	1,257
Per Family Income	4,672

THE HOLYOKE TRANSCRIPT TELEGRAM
HOLYOKE, MASS.
Represented by The Julius Mathews Special Agency, Inc.

MASSACHUSETTS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Newburyport	14.3	.0097	4.2	15,840	.0121	5,028	1,327	212	534	H	16,102	.0085	1,126	3,834	.....	.....	.0098	101
Franklin	53.8	.0368	15.7	46,130	.0353	13,267	3,276	942	1,753	.....	62,105	.0328	1,154	3,956	B	12.6	.0344	93
Greenfield	18.0	.0123	5.3	25,610	.0197	6,576	2,812	546	1,209	H	27,864	.0147	1,548	5,257	.....	.....	.0157	128
Hampden.....119	365.0	.2491	100.6	388,895	.2979	94,883	40,495	9,116	20,908	.....	520,080	.2754	1,425	5,170	B	1.9	.2769	111
▲Springfield	168.5	.1150	47.8	239,399	.1833	51,143	32,761	5,728	14,847	E	270,106	.1430	1,603	5,651	.....	.....	.1495	130
▲Holyoke	57.0	.0389	16.1	62,123	.0476	16,739	4,988	1,549	3,580	G	74,043	.0392	1,299	4,599	.....	.....	.0417	107

▲ See end of state "Metropolitan County Areas."

© SM, 1949.

Before using these figures, see explanation page 19.

GREENFIELD WESTERN MASSACHUSETTS **CONTINUES** ITS HIGH MARKET RATING & INDEX

Year after year the story is the same — GREENFIELD — the BEST SALES SPOT in Western Massachusetts — maintains its leadership in ALL categories

Sales Management's 1949 Survey of Buying Power

POPULATION	RETAIL SALES	BUYING INCOME	MARKET INDEX
18,000	$25,610,000	$27,864,000	128

Franklin County's Effective Buying Income $62,105,000 — Sales $46,130,000

ABC Circulation 3/31/49, 11,279; flat rate 7c line

Greenfield Recorder-Gazette

Represented by Gilman, Nicoll & Ruthman

New York, Boston, Chicago, Philadelphia. San Francisco, Los Angeles.

MASSACHUSETTS

(advertisement)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						EFFECTIVE BUYING INCOME—1948 SM ESTIMATES				SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	% of U.S.A. Potential	Quality of Market Index
Gloucester, Mass.	25.2		7.4	19,176		6,563	1,258	534	1,219	33,037		1,311	4,464		
Rockport	3.6		1.0	2,795		935	245	82	142	4,441		1,249	4,371		
Manchester	2.5		.71	1,943		650	171	57	99	3,088		1,247	4,373		
Essex	1.4		.40	1,088		364	95	32	55	1,729		1,248	4,365		
Total	32.7	.0223	9.51	25,002	.0192	8,512	1,769	705	1,515	42,295	.0224	1,293	4,447	.0214	98

Does Your Advertising Get INSIDE Many Gloucester Market Doors?

The Gloucester Times is the local newspaper in 88% of the 9500 families in the Gloucester market. Does any other medium you are now using reach that many families in this area—every day!

These families . . . with $4447 average income . . . spent a total of $25,002,000 in local stores last year—including $8,512,000 for food . . . $1,769,000 for general merchandise . . . $705,000 for drugs . . . $1,515,000 for furniture, radios.

For greater sales in the Gloucester market, use the Times—basic news medium . . . daily . . . in 88 out of 100 homes in this area.

8418 ABC
WEEKDAY EVENINGS

GLOUCESTER TIMES

GLOUCESTER, MASS.

National Representatives, SMALL, BREWER & KENT, INC., New York, Boston, Chicago

MASSACHUSETTS

(advertisement)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						EFFECTIVE BUYING INCOME—1948 SM ESTIMATES				SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	% of U.S.A. Potential	Quality of Market Index
Newburyport, Mass.	14.3		4.2	15,840		5,028	1,327	212	534	18,102		1,126	3,834		
Amesbury	10.9		3.1	8,538		2,857	749	250	434	14,567		1,248	4,694		
Salisbury	2.4		.68	1,613		625	164	55	95	2,967		1,249	4,396		
Newbury	1.6		.46	1,257		421	110	37	64	1,997		1,248	4,370		
Rowley	1.5		.44	1,205		403	106	35	61	1,915		1,249	4,371		
West Newbury	1.5		.43	1,191		398	105	35	61	1,892		1,251	4,370		
Hampton, N. H.	2.1		.63	1,804		571	111	36	53	2,378		1,112	3,787		
Seabrook	1.8		.52	1,504		476	93	30	46	1,983		1,113	3,785		
Total	36.1	.0246	10.46	32,952	.0252	10,509	2,765	690	1,348	43,801	.0232	1,213	4,187	.0241	98

THE INSIDE TRACK TO $32,952,000.00 RETAIL SALES

Too rich a bonanza to bypass! But that's what you're doing when you try to sell the Newburyport area without the News—which reaches more families in this market . . . with more local news . . . than any other newspaper. A schedule in the Newburyport News is truly low-cost insurance on your *full* share of $32,952,000 retail sales.

5865 ABC
WEEKDAY EVENINGS

NEWBURYPORT NEWS

NEWBURYPORT, MASS.

National Representatives, SMALL, BREWER & KENT, INC., New York, Boston, Chicago

Serving Central **WARE** Massachusetts

WARE, MASS.

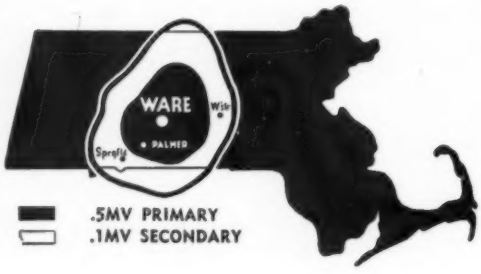
Formerly WRMS

1250 KILOCYCLES REGIONAL CHANNEL

PRIMARY MARKET COVERAGE (.5MV.)

Population	110,100
Radio Homes	27,214
Income	$143,638,850
Retail Sales	99,283,000
Food Sales	28,499,000
Genl. Mdse. Sales	9,789,300
Drug Sales	10,581,150
Household-Furniture Sales	4,950,950

(Population, Income and Sales from Sales Management's 1949 Survey of Buying Power)



Central Massachusetts from the INSIDE

WARE Area is **INDUSTRIAL** and **AGRICULTURAL.**

WARE serves a long-neglected market without adequate radio coverage from the outside.

WARE has listeners: January 1949 Noonan Survey shows **WARE** rating for entire week 70.3 in Ware! 38.2 in NINE key cities compared with 22.6 for nearest competitor!

WARE is first in Local News, Sports, Public Service.

MASSACHUSETTS— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (In thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S.A. Potential	Quality of Market Index
Chicopee	48.1	.0329	12.2	22,014	.0169	7,902	561	307	634	H	56,469	.0299	1,174	4,629			.0266	81
Westfield	21.0	.0143	6.1	21,484	.0164	5,590	666	228	713	H	24,612	.0131	1,172	4,035			.0143	100
West Springfield	20.5	.0140	5.6	15,037	.0115	3,181	*	112		H	30,258	.0160	1,476	5,403			.0143	102
Hampshire	119	78.4	.0535	21.6	61,426	.0470	18,196	3,808	1,535	2,037		90,807	.0480	1,158	4,204	B	10.3	.0488	91
Northampton		26.0	.0177	7.4	28,617	.0220	7,442	2,483	659	1,024	H	34,684	.0183	1,334	4,687			.0193	109
Middlesex	15	1,071.0	.7312	286.6	746,077	.5715	276,965	59,993	24,093	28,880		1,499,484	.7938	1,400	5,232	A	1.8	.7148	98
Cambridge		117.2	.0800	33.2	116,018	.0888	34,832	14,924	3,412	6,488	E	162,515	.0860	1,387	4,895			.0856	107
Somerville		112.0	.0765	29.9	66,217	.0507	28,611	4,683	2,142	2,576	F	139,064	.0736	1,242	4,651			.0673	88
Lowell		107.5	.0734	28.7	98,621	.0756	36,574	12,570	2,151	4,651	G	121,052	.0641	1,126	4,218			.0694	95
Newton		83.5	.0570	21.8	56,036	.0429	22,612	1,317	2,490	1,863	H	151,446	.0802	1,814	6,947			.0644	113

*Withheld to avoid disclosure.

© SM, 1949.

Before using these figures, see explanation page 19.

THE LOWELL SUN—*38,761* A. B. C. Net Paid

Only Daily Newspaper in Northern Middlesex County

Always a High Spot Market

New 1949 Lowell Market Analysis Available on Request

STORY BROOKS & FINLEY, *National Representatives*

adv.

For market data of major Metropolitan Areas, see page 133.

In WALTHAM, Mass.

$70,909,000.00 TOTAL INCOME

$5959 PER FAMILY INCOME EXCEEDS COUNTY, STATE, NATIONAL AVERAGES

$52,060,000.00 RETAIL SALES

39% ABOVE U. S. FAMILY AVERAGE

$14,096,000 FOOD — $9,059,000 GENERAL MERCHANDISE

$1,373,000 DRUG — $2,582,000 FURNITURE—HOUSEHOLD—RADIO

And . . . matching this outstanding sales opportunity is . . . the concentrated coverage of Waltham's family newspaper — read in 90% of the city's homes.

WALTHAM NEWS-TRIBUNE

Represented Nationally by the Julius Mathews Special Agency

MASSACHUSETTS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Medford	70.6	.0482	18.4	35,659	.0273	14,932	931	1,332	496	H	113,570	.0601	1,609	6,172	.....	.....	.0479	99
Malden	62.8	.0428	17.2	54,898	.0421	19,693	5,573	1,845	3,656	H	91,452	.0484	1,456	5,317	.....	.....	.0454	106
Everett	51.2	.0350	13.4	22,639	.0173	9,335	1,742	1,138	985	G	70,211	.0372	1,371	5,240	.....	.....	.0308	88
Waltham	45.9	.0313	11.9	52,060	.0399	14,096	9,059	1,373	2,582	H	70,909	.0375	1,545	5,959	.....	.....	.0370	118
Arlington	45.6	.0311	12.1	23,216	.0178	9,958	1,038	1,055	588	.....	76,259	.0404	1,672	6,302	.....	.....	.0318	102
Watertown	39.4	.0269	10.0	31,136	.0238	13,263	745	604	280	G	65,676	.0347	1,667	6,568	.....	.....	.0299	111
Belmont	31.0	.0212	8.3	13,581	.0104	7,874	332	1,034	127	.....	58,147	.0308	1,876	7,006	.....	.....	.0228	108
Melrose	29.5	.0201	8.2	14,157	.0109	6,432	612	543	321	.....	51,360	.0272	1,741	6,263	.....	.....	.0209	104
Framingham	28.0	.0191	7.3	26,600	.0203	8,082	2,168	829	1,107	H	26,628	.0141	951	3,648	.....	.....	.0170	89

© SM, 1949.

Before using these figures, see explanation page 19.

FOR THE BENEFIT OF ALL we've tried to give you the information needed to understand the figures in the Survey of Buying Power. So if you are confused or in doubt as to the sources of our figures, please run through the introduction beginning on page 19, again.

Northampton, Mass. . . . *for LOW COST TESTING*

Northampton is ideal for low cost testing. It is the shopping center of a well-balanced consumer market . . . prosperous small towners, industrial wage-earners, farmers, college people from Smith, Amherst and the U. of Massachusetts. It does 47% of Hampshire County's retail sales . . . with only 33% of its population. Total income of $34,648,000—up 15%—averages $4687 per family.

The Gazette—reaching 75% of the homes in the ABC market—sells your product to the city families and to the thousands of families beyond the corporate limits that account for Northampton's huge sales plus.

DAILY HAMPSHIRE GAZETTE

Balanced Market . . . . . NORTHAMPTON, MASS. . . . . *Ideal for Testing*

The Julius Mathew Special Agency



. . . always first in Boston

The Herald-Traveler has led all Boston papers in total advertising for 22 consecutive years. And last year we hit an all-time high with 24,227,454 lines. As surely as the bean and the cod, the Herald-Traveler is always first choice in Boston for local and national advertisers alike.

The Boston Herald-Traveler

Represented Nationally by George A. McDevitt Company

MASSACHUSETTS— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Wakefield	19.5	.0134	5.2	14,156	.0109	3,529	798	236	238	H	32,398	.0172	1,661	6,230			.0146	109
Woburn	21.0	.0143	5.1	20,111	.0154	6,816	1,956	687	343	H	33,331	.0176	1,587	6,535			.0163	114
●Marlborough	16.0	.0109	4.5	15,260	.0117	5,180	287	418	515	H	17,488	.0092	1,093	3,886			.0103	94
Natick	18.5	.0126	5.1	13,178	.0101	4,000	405	567	560		24,087	.0128	1,302	4,723			.0120	95
Nantucket	3.0	.0021	.9	3,475	.0026	2,177	295	258	411		4,329	.0023	1,443	4,810	G	7.6	.0023	110
Norfolk	15 374.6	.2557	100.3	305,447	.2340	100,868	13,678	10,295	8,354		489,491	.2591	1,307	4,880	B	1.7	.2509	98
Quincy	85.0	.0581	23.4	94,083	.0720	32,834	8,101	2,801	3,539	G	112,455	.0595	1,323	4,806			.0630	108
Brookline	58.9	.0402	15.7	58,940	.0452	17,313	1,231	2,136	2,012	H	116,589	.0617	1,979	7,426			.0525	131
Weymouth	30.0	.0204	8.5	16,200	.0124	5,453	447	614	196		34,110	.0181	1,137	4,013			.0169	83
Wellesley	20.0	.0137	5.2	22,611	.0173	4,823	608	768	499		46,620	.0246	2,331	8,965			.0202	147
Dedham	18.1	.0124	4.7	11,315	.0087	4,042	415	512			22,896	.0122	1,265	4,871			.0112	90
Norwood	17.1	.0116	4.5	17,104	.0131	6,139	959	589	705	H	20,657	.0109	1,208	4,590			.0117	101
Needham	15.2	.0104	4.1	11,595	.0088	5,549	368	473	209	H	26,539	.0141	1,746	6,473			.0118	113
Plymouth	15 188.6	.1287	57.0	168,452	.1290	50,051	11,919	3,650	8,788		238,261	.1251	1,253	4,145	B	6.8	.1270	99
Brockton	68.7	.0469	20.7	77,510	.0594	20,059	7,980	1,608	5,511	G	79,142	.0418	1,152	3,823			.0481	103
Plymouth	13.9	.0095	4.2	15,341	.0118	4,871	1,363	259	843	H	17,597	.0094	1,266	4,190			.0101	106
Middleborough	9.7	.0066	2.9	10,110	.0077	2,703	570	211	477	H	9,011	.0047	929	3,107			.0060	91
Suffolk	15 914.0	.6239	251.8	1,173,295	.8987	240,190	289,530	30,286	61,695		1,448,833	.7660	1,583	5,746	F	.2	.7774	125
▲Boston	815.0	.5564	224.3	1,108,748	.8492	216,987	286,653	28,286	58,479	A	1,320,300	.6991	1,620	5,886			.7156	129
Chelsea	42.1	.0288	10.4	46,720	.0358	14,200	2,691	1,181	2,591	F	54,098	.0287	1,285	5,202			.0309	107
Revere	38.1	.0260	9.9	17,779	.0136	6,792	470	622	272		47,112	.0249	1,237	4,758			.0217	83

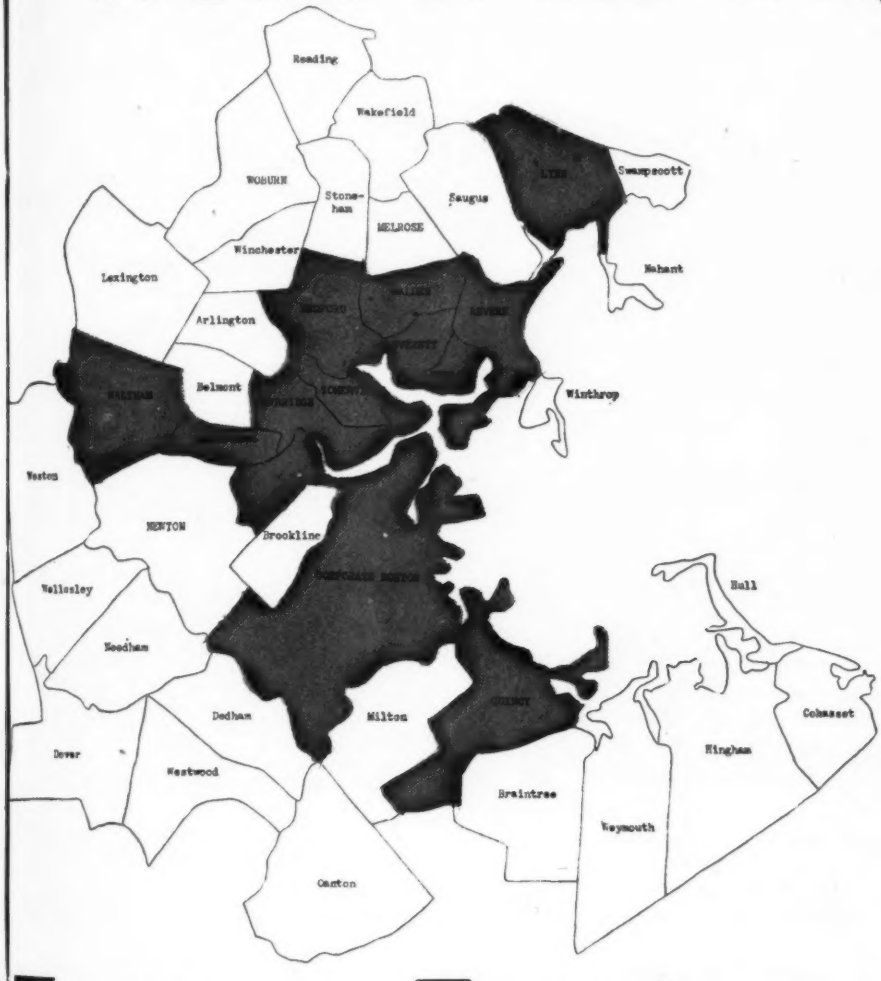
▲ See end of state "Metropolitan County Areas." ● See end of state "Multiple Cities." Before using these figures, see explanation page 19.

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An Index to all Sections and States is on page 5.

In Boston's 15-Mile Trading Area . . .

World of the Wage-Earner



Wage-Earner communities

"Class" and "fringe" communities

carries:

76% of the population

76% of the families

73% of the legal voters

86% of the marriages

76% of the births

76% of the children
(ages 1 to 6)

76% of school attendance
(ages 6 to 22)

92% of employment
(6 chief occupational groups)

93% of annual payrolls
(6 chief occupational groups)

85% of bank deposits
(mutual savings banks)

Twelve communities do three-quarters, or better, of the business in Boston's metropolitan area, as the vital statistics show. Twenty-eight so-called "class" (and on-the-fringe-of-class) communities account for the inconsequential balance . . . pointing emphatically to the fact that common sense dictates use of the daily medium reaching a majority family audience in this highly prolific group of people with money to spend!

And when you're considering the "majority" audience in the Boston Market you bring in the RECORD-AMERICAN audience, naturally . . . because it provides both fullest market coverage plus a "majority" of more than 200,000 net paid daily, like this:

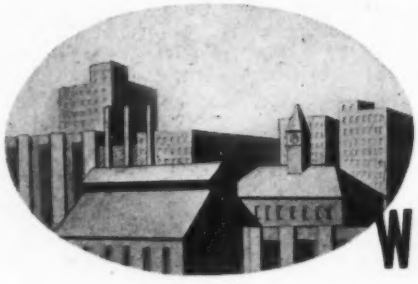
RECORD-AMERICAN	588,364	sold at 5¢
Herald-Traveler	351,736	sold at 5¢
M & E Globe	267,322	sold at 5¢
M. Post	400,134	sold at 3¢*

All of which simplifies selection of media in this market to this simple formula: just add hot circulation and serve!

* The Post's increase in price from 3¢ to 5¢ did not become effective until November 1, 1948

BOSTON RECORD-AMERICAN

Largest tabloid circulation in America at 5¢ • Represented Nationally by Hearst Advertising Service



WORCESTER

A Test Market . . . Tested and Opportune

Worcester and Central New England offer an effective test market, completely covered by both WTAG and WTAG-FM.

Study these Important Basic Factors!

Each one influences Test Market selections!

- 3rd largest New England City
- 17th ranking industrial area in the nation
- Over 100,000 different products
- Value of products $330,935,000 annually
- 67th county in nation in farm income $19,761,900
- 26th county in population in the nation — 540,000*
- 35th county in total income—E.B.I. $689,291,000*
- Average industrial wage (1st 11 months 1948) Worcester $57.10 (nation $52.83)
- Average food sales per Worcester family annually—$1,149 (53% above nation)*
- 82 new industries in Worcester since V-J Day
- Construction activity 1948 (10 months) 41% over 1947
- Bank debits 1948 (9 months) 12.7% over '47 (N.E. 7.9%)
- 147,800 families in a compact trading area with 54 cities and towns
- Served by three major railroads and over 50 major trucking companies
- 1500 retail grocery outlets
- 205 retail drug outlets
- Not dominated by chain stores

*Copr. 1949, Sales Management Survey of Buying Power; further reproduction not licensed.

WTAG WORCESTER 580 KC 5000 Watts

BASIC CBS



WTAG 1th

PAUL H. RAYMER CO. *National Sales Representatives.*
Affiliated with the Worcester Telegram — Gazette.

MASSACHUSETTS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S.A. Potential	Quality of Market Index
Worcester.....137	540.0	.3688	148.8	450,374	.3450	144,617	47,878	10,814	23,509	.....	689,291	.3649	1,278	4,632	A	3.0	.3597	99
▲Worcester.....	209.4	.1429	57.6	217,837	.1669	66,230	33,659	4,614	12,553	E	311,587	.1649	1,488	5,409	.....	.....	.1611	113
Fitchburg.....	44.8	.0306	12.7	53,399	.0409	14,451	4,743	2,112	2,691	G	61,296	.0325	1,368	4,826	.....	.....	.0346	113
Leominster.....	23.7	.0162	6.5	19,064	.0146	6,071	1,164	603	955	H	26,322	.0139	1,111	4,050	.....	.....	.0146	90
Gardner.....	21.4	.0146	6.2	28,978	.0222	5,509	2,392	787	1,029	H	30,701	.0163	1,435	4,952	.....	.....	.0177	121
Southbridge.....	18.1	.0123	4.8	11,982	.0091	5,493	1,164	450	1,164	H	23,575	.0124	1,302	4,911	.....	.....	.0114	93
Milford.....	16.0	.0110	4.2	18,609	.0143	3,894	966	508	964	H	22,200	.0118	1,388	5,286	.....	.....	.0124	113
Webster.....	13.2	.0090	3.6	8,626	.0066	3,760	1,090	441	635	H	14,853	.0078	1,125	4,126	.....	.....	.0077	86
Clinton.....	13.1	.0089	3.7	17,352	.0133	4,205	892	403	1,107	.....	18,593	.0099	1,419	5,025	.....	.....	.0107	120
Athol.....	12.0	.0082	3.3	17,806	.0136	3,331	954	498	672	H	18,780	.0099	1,565	5,691	.....	.....	.0107	130
Total Above Cities..	3,828.8	2.4771	1,000.2	3,705,524	2.8382	1,006,658	534,102	100,176	188,772	.....	5,227,339	2.7672	1,441	5,217	.....	.....	2.7305	110
State Total.....	4,678.9	3.1939	1,294.7	4,229,018	3.2392	1,229,693	548,572	115,440	205,068	.....	6,364,527	3.3693	1,360	4,916	.....	2.3	3.2952	103

▲ See end of state "Metropolitan County Areas."

© SM, 1949.

Before using these figures, see explanation page 19.

IT MAY SOUND REPETITIOUS, BUT . . .

Have you read the explanation prefacing the Survey of Buying Power? It appears on page 19 and following pages, and really will save you lots of time. It identifies sources of all figures and contains all comment necessary to a complete understanding of the use of all County and City figures.



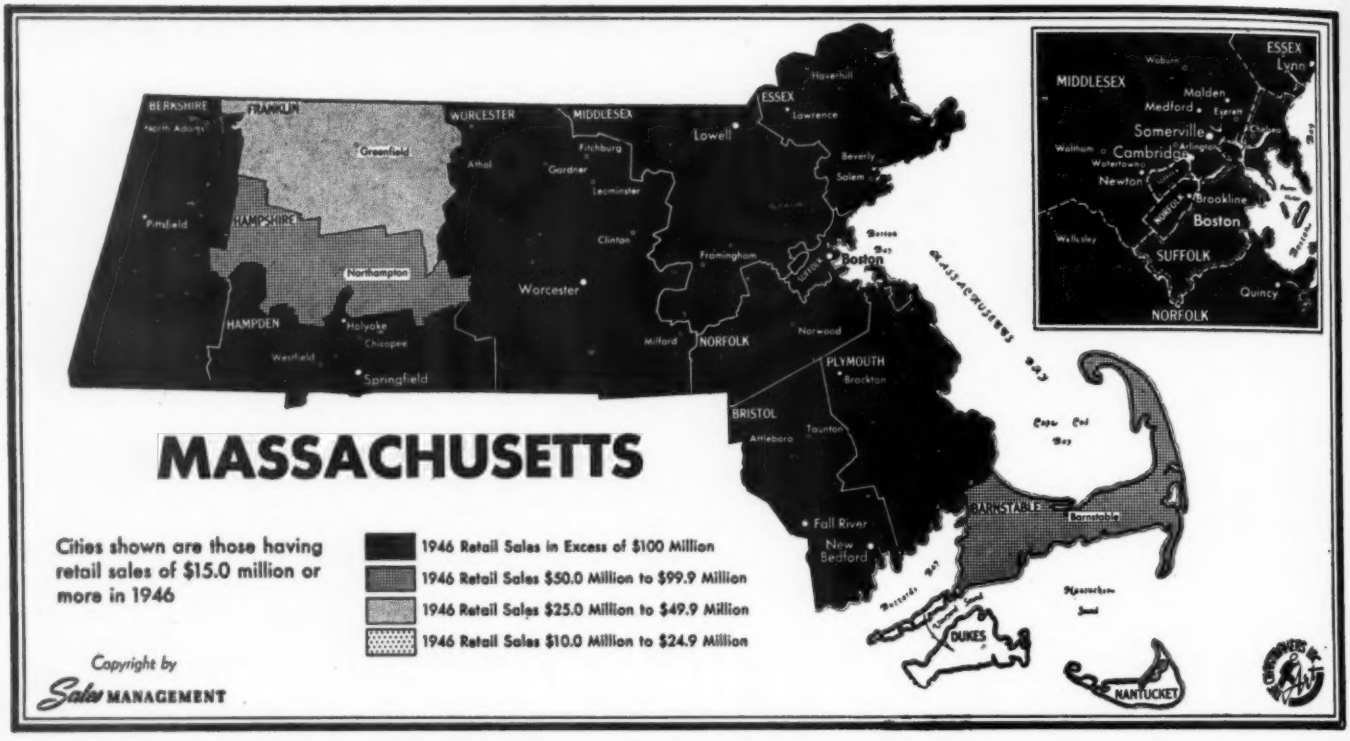
LOOK CAREFULLY
Into Worcester's High Buying Income

Include the Worcester Market in your list of major markets with money to spend — $689,291,000 — in effective buying income, as indicated by this magazine's 1949 Survey of Buying Power, a dollar total 4% above the previous year's estimate. In the city of Worcester alone, the Survey shows an average income per family of $5,409, an impressive 19.4% above the national average of $4,531. Both in the city and in the Market, retail sales shot up 6.6% to add continuing proof of the buying stability of Worcester.

Advertisers who are intent on profitable markets, sell to prosperous Worcester by consistent advertising in the newspapers that blanket the area, the Worcester Telegram-Gazette. Daily circulation in excess of 140,000. Sunday over 100,000.



The TELEGRAM-GAZETTE
WORCESTER, MASSACHUSETTS
GEORGE F. BOOTH Publisher
MOLONEY, REGAN & SCHMITT, INC., NATIONAL REPRESENTATIVES
OWNERS of RADIO STATION WTAG



MASSACHUSETTS — Metropolitan County Areas

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

METROPOLITAN COUNTY AREAS	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Boston.....15	3,078.2	2.1012	846.2	2,809,987	2.1524	807,502	411,837	80,395	128,778	.....	4,333,775	2.2943	1,408	5,121	.....	.....	2.2131	105
Fall River-New Bedford..43	385.0	.2629	109.4	288,070	.2206	92,152	25,022	7,639	18,818	.....	438,787	.2323	1,140	4,011	.....	.....	.2349	89
Springfield-Holyoke.....119	443.4	.3028	122.2	450,321	.3449	113,079	44,303	10,651	22,945	.....	610,887	.3234	1,378	4,999	.....	.....	.3257	108

© SM, 1949.

Before using these figures, see explanation page 19.

Before Dollar Radiance of "Buyer-Markets" fades away . . . Take a look at sales in

GARDNER, MASSACHUSETTS

'A Market easy to sell and one that will continue to buy if you advertise regularly in

THE GARDNER NEWS

Over 6,600 evenings

Serving a consumer buying income that averages $4952 per family—

Tops—U. S. average of . . . . . $4531 per family
" —Massachusetts average of . . . . $4916 per family
" —Worcester County average of . . . $4632 per family

Represented by
Julius Mathews Special Agency, Inc.

A Name That's Music to Sales Managers' Ears

SPRINGFIELD, Mass.

Retail Buying Habits and Milline Rate Produce Ideal Combination of Highest Potential and Lowest Selling Cost



Springfield . . . highest per capita sales of Massachusetts cities over 100,000 . . . second highest in New England. Largest sales volume in the state outside of Boston. Quality of Market Index 130!

Prosperity, yes—but, more important, STABILITY . . . whose tough, sinewy roots are deep in American history and spread throughout the industrial, farm, small town economy of the state's four western counties.

A preferred section for industrial sites since Revolutionary War days, Western Massachusetts' four counties now house over 900 industrial concerns. Their products . . . many with famous names . . . represent a range of diversification rarely matched in any other single section. The number and variety of plants insure steady buying power in good times and bad . . . and result in an unusually large concentration of highly skilled workers — with above-average income and an increasingly large percentage of owner-occupied homes.

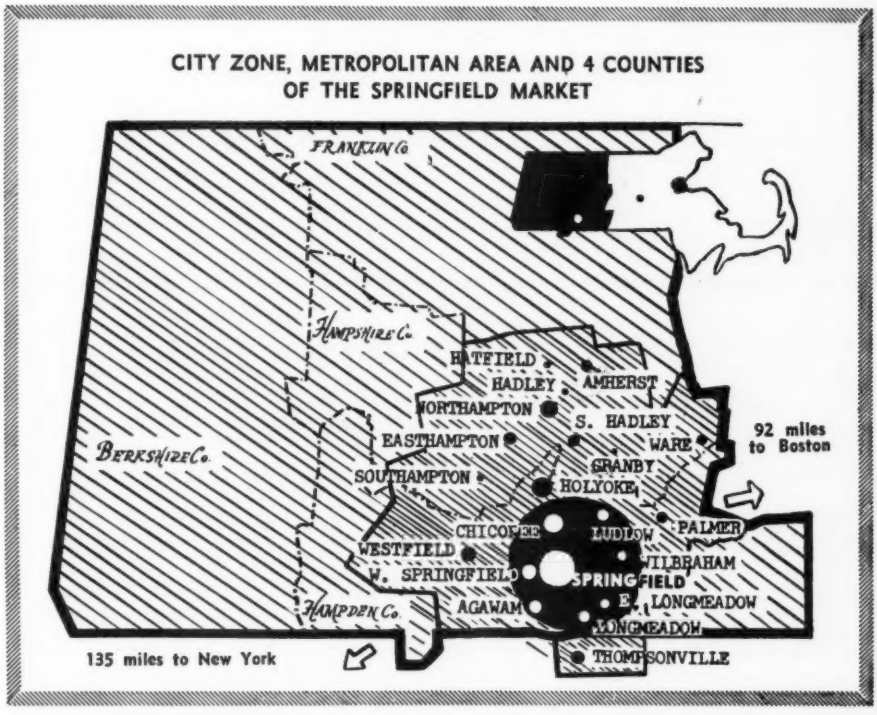
Income averages $5651 per family in Springfield . . . second highest of the state's major cities . . . $5170 in Hampden County . . . $4999 in the metropolitan county area . . . and $4768 throughout the four counties.

LOWEST MILLINE RATE IN NEW ENGLAND
(Outside of Boston)

The Springfield Newspapers sell this blue ribbon market at low cost per message (Milline $1.94, March, 1949.)

They provide thorough . . . and we do mean thorough . . . coverage of the 21 cities & towns in the metropolitan area within approximately ten miles of the city. Springfield and the Springfield Newspapers rate "Special" when making up your list.

Corporate City 168,500 Population • Metro. Area 443,500
Total Market (4 Counties) 627,200. (Sales Management)



Springfield is the transportation, distribution, machinery replacement hub, and dominant retail center of Western Massachusetts. Retail sales 59% above average ratio to population.

ALL DATA FROM SALES MANAGEMENT

Springfield Newspapers

UNION (A.M.) • DAILY NEWS (P.M.) • SUNDAY REPUBLICAN

New York • Boston • Chicago • Los Angeles • San Francisco

• It's shallow SURFACE SELLING in MARLBORO-HUDSON

UNLESS YOUR ADVERTISING IS PITCHED AT THE LOCAL LEVEL

Successful retailers will tell your salesmen . . . that their only effective advertising support in this non-suburban market is strictly local . . . Marlboro Enterprise-Hudson Sun newspaper copy.

The adjacent cities of Marlboro-Hudson do a retail business of $22,000,000. The combination of the Marlboro Enterprise and the Hudson Sun directly influences sales volume in this market center and for advertisers and merchants in nearby well-to-do Maynard, Acton, Bedford, Concord, and Sudbury.

If you want to do more than a "surface" or "fringe" sales job in this vital section of Middlesex County, you need the reader impact of these local papers . . . the only sure newspaper approach to families in this market.

MARLBORO ENTERPRISE - HUDSON SUN

Over 7500 evenings except Sundays

Five Town Weeklies Available at Practically Nil

Represented by The Julius Mathews Special Agency

MASSACHUSETTS—Metropolitan County Areas

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

AREAS	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S. A. Potential	Quality of Market Index
Worcester.....137	540.0	.3686	148.8	450,374	.3450	144,617	47,878	10,814	23,509	.....	689,291	.3649	1,276	4,632	.....	.....	.3597	98
MASSACHUSETTS—New Metropolitan County Area																		
Pittsfield.....168	130.0	.0888	36.9	119,734	.0917	32,813	12,251	2,695	5,873	.....	161,239	.0854	1,240	4,370	.....	.....	.0879	99
MASSACHUSETTS—Multiple Cities																		
Marlborough—Hudson.....	25.3	.0172	7.0	22,738	.0234	8,236	358	627	644	.....	26,582	.0141	1,051	3,797	.....	.....	.0175	102

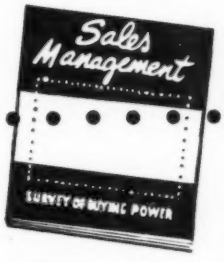
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Before using these figures, see explanation page 19.

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TAKE A TIP FROM THESE AUTHORITIES:



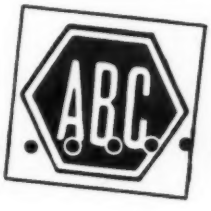
SALES MANAGEMENT REPORTS ON

1. . . . . The PITTSFIELD Market*



THE CONTINUING STUDY OF NEWSPAPER READERSHIP REPORTS ON

2. . . . . The Impact of THE BERKSHIRE EAGLE



AUDIT BUREAU OF CIRCULATIONS REPORTS ON

3. . . . . The Eagle's COVERAGE

1. RICH MARKET

Pittsfield's big income gain of 17% . . . compared with 10% for the nation, 8% for the state . . . is something to shout about, especially in a buyer's market year . . . and calls for a double check of your list to make sure you've included this rich market. Spendable income averages $5285 per family.

There's a lot of cash register music in that buying power. In addition, this hub city of westernmost Massachusetts draws millions of sales dollars from surrounding well-to-do communities — to account for 49% of Berkshire County's retail sales . . . 17% above Pittsfield's percentage of county population.

These sales and income pluses alone assure big advertising returns. When you add the outstanding readership and thorough coverage of the Eagle, results are bound to be still greater . . . swifter.

2. TOP READER INTEREST

Here are a few highlights from the recent Continuing Study survey of the Eagle — the 124th study . . . sparkling throughout with evidence of high reader interest. Women's reading of advertisements ranged 2 to 18 points above corresponding all-study medians; men's 1 to 13 points. Men's reading of local advertising entered paper in 5-way tie for 9th place in all studies.

Two national, nine local, ads made all-study list of best-read advertisements. One of national layouts took first place in its classification on all-study list; the other 6th place. Three grocery ads entered 4-way tie for 2nd place. Of two appliance ads, one captured 2nd place; the other went into 3-way tie for 9th place. Be sure to get full details of the Eagle's terrific editorial and advertising impact revealed in the survey.

3. CONCENTRATED COVERAGE

The latest ABC audit shows the Berkshire Eagle with 121% coverage in the city zone and 81.8% in the entire trading area.

THE BERKSHIRE EAGLE

PITTSFIELD, MASS.

The Julius Mathews Special Agency

* FLASH!

Pittsfield becomes a Metropolitan Area . . . the only city in all New England to be added to this important list.

See information at end of Massachusetts data.



Middle Atlantic States

NEW YORK

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

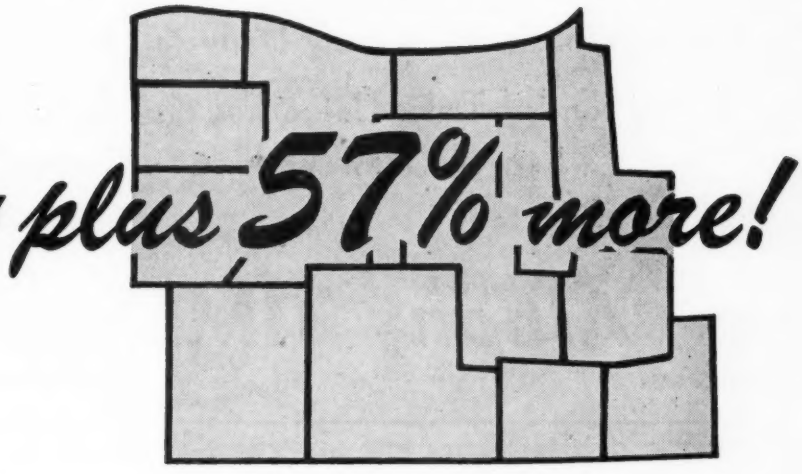
City	County
Albany	Albany
Amsterdam	Montgomery
Auburn	Cayuga
Babylon	Suffolk
Batavia	Genesee
Beacon	Dutchess
Binghamton	Broome
Bronxville	Westchester
Buffalo	Erie
Canandaigua	Ontario
Cohoes	Albany
Corning	Steuben
Cortland	Cortland
Dunkirk	Chautauqua
Elmira	Chemung
Endicott	Broome
Fulton	Oswego
Geneva	Ontario
Glen Cove	Nassau
Glens Falls	Warren
Gloversville	Fulton
Hempstead Township	Nassau
Herkimer	Herkimer
Hornell	Steuben
Hudson	Columbia
Ithaca	Tompkins
Jamestown	Chautauqua
Johnson City	Broome
Johnstown	Fulton
Kenmore	Erie
Kingston	Ulster
Lackawanna	Erie
Larchmont	Westchester
Little Falls	Herkimer
Lockport	Niagara
Long Beach	Nassau
Malone	Franklin
Mamaroneck	Westchester
Massena	St. Lawrence
Middletown	Orange
Mt. Kisco	Westchester
Mount Vernon	Westchester
Newark	Wayne
Newburgh	Orange
New Rochelle	Westchester
New York City	5 Counties
Niagara Falls	Niagara
North Hempstead Twns'p	Nassau



...GET THE $541,688,000.00 BONUS!*

WHAM in ROCHESTER, N. Y.

COVERS THE SAME BUYING POWER AS ANY OTHER LOCAL STATION . . .



Upstate New York is not just "big city" territory. The counties surrounding Rochester house a rural population whose net annual income is one of the highest in America! WHAM—the 50,000-watt, clear-channel station—has primary coverage in 15 New York counties whose net effective buying income totals nearly one-and-a-half billion dollars—almost *twice* the spending power reached by any other Rochester station!

** Based on Sales Management's survey of buying power for 1947 . . . this year's figures will be even higher!*

Effective buying income in WHAM 15-county primary (0.5 m.v.) area	$1,492,973,000
Effective buying income in "5-county area" (which actually is not entirely covered by the 0.5 m.v. night-time contour of any other Rochester station)	$ 951,285,000
WHAM BONUS	$ 541,688,000

The price for all this coverage is only 57¢ per 1,000 WHAM families, for a 15-minute program in "A" time



WHAM ★ **ROCHESTER RADIO CITY**

"The Stromberg-Carlson Station"

AM—FM—and TV in '49!

GEORGE P. HOLLINGBERY COMPANY • NATIONAL REPRESENTATIVE

SENSATIONAL BUYING POWER!

ALBANY, N. Y. (*Never a "boom-town"*) has 43% greater buying income than the U.S. average (Authority: Survey of Buying Power See data on this page)

Albany has the Highest per Capita income in N. Y. State among Cities of 100,000 and over . . . and that's important because N. Y. State ranks second in the whole United States!

SENSATIONAL SELLING POWER!

√ The Times-Union is 1st Albany Daily in Circulation

√ The Sunday Times-Union has the biggest circulation between New York and Montreal

√ The Times-Union is 1st in Advertising Lineage

DAILY **Albany TIMES-UNION** SUNDAY

A HEARST NEWSPAPER

Represented Nationally by HEARST ADVERTISING AGENCY

NEW YORK — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City	County	City	County	City	County
North Tonawanda	Niagara	Plattsburgh	Clinton	Schenectady	Schenectady
Norwich	Chenango	Port Chester	Westchester	Syracuse	Onondaga
Nyack	Rockland	Port Jervis	Orange	Tarrytown	Westchester
Ogdensburg	St. Lawrence	Poughkeepsie	Dutchess	Tonawanda	Erie
Olean	Cattaraugus	Rochester	Monroe	Troy	Rensselaer
Oneida	Madison	Rome	Oneida	Utica	Oneida
Oneonta	Otsego	Rye	Westchester	Watertown	Jefferson
Ossining	Westchester	Salamanca	Cattaraugus	Watervliet	Albany
Oswego	Oswego	Saranac Lake	Franklin	Wellsville	Allegany
Patchogue	Suffolk	Saratoga Springs	Saratoga	White Pains	Westchester
Peekskill	Westchester	Scarsdale	Westchester	Yonkers	Westchester

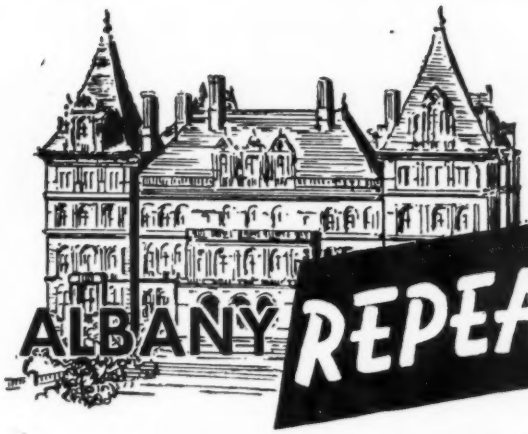
COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S.A. Potential	Quality of Market Index
Albany.....2..	238.4	.1613	71.6	284,036	.2175	59,892	81,762	5,291	15,762	.....	390,533	.2067	1,652	5,454	C	3.4	.2008	124
▲Albany.....	143.6	.0980	45.1	184,908	.1416	43,999	76,587	4,644	13,634	D	265,359	.1404	1,848	5,884	.....	.....	.1323	135
Cohoes.....	22.6	.0154	6.5	13,918	.0107	5,258	1,119	139	809	H	29,205	.0155	1,292	4,493	.....	.....	.0140	91
Watervliet.....	17.0	.0116	4.8	10,509	.0080	4,818	130	94	197	H	23,443	.0124	1,379	4,884	.....	.....	.0109	94
Allegany.....	41.3	.0282	12.6	25,424	.0195	6,417	2,006	584	900	.....	43,328	.0230	1,049	3,439	B	28.3	.0230	82
Wellsville.....	6.5	.0044	2.1	9,584	.0073	2,428	1,213	241	354	H	9,401	.0050	1,446	4,477	.....	.....	.0056	127
Bronx.....82(a)	1,527.5	1.0427	423.2	866,367	.6789	367,907	54,503	21,582	52,668	.....	2,325,975	1.2313	1,523	5,496	G	0.1	1.0279	99
▲1New York City..	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....

▲ See end of state "Metropolitan County Areas."
1 The City of New York includes the counties: Bronx, Kings, New York, Queens and Richmond

© SM, 1949.

Before using these figures, see explanation page 19.

Looking For Something? The Table of Contents is on Pages 1, 3 and 5.



ALBANY REPEATS AS NEW YORK'S BEST BIG CITY MARKET

Year after year, Albany leads all big cities of the nation's greatest State in Quality of Market. The index—135—highest of all cities in the State above 50,000 population . . . means that in buying power and living habits, person for person, Albany offers you best sales potentials.

Only one other city—Elmira—shows retail sales per capita equal to Albany's . . . which is 44% above par for the U. S. Only one city in the group matches Albany's per family food buying, while in general merchandise Albany's family average tops the State—281% above the New York average.

In per capita spendable income Albany outshines not only all large cities, but even any suburban community cities of 25,000 or more population in N. Y. State.

Albany is the nation's second largest capital, the home of many large manufacturing plants, is one of the important U. S. deep-sea ports; junction point of six railroads joining all New England and the West, has the largest grain elevator in the world.

The Knickerbocker News, Albany's leading newspaper in local circulation and advertising, concentrates its coverage in Albany, reaching better than 90% of the city zone families and avoiding thinly scattered widespread circulation over areas of much lower potential.

THE ALBANY KNICKERBOCKER NEWS

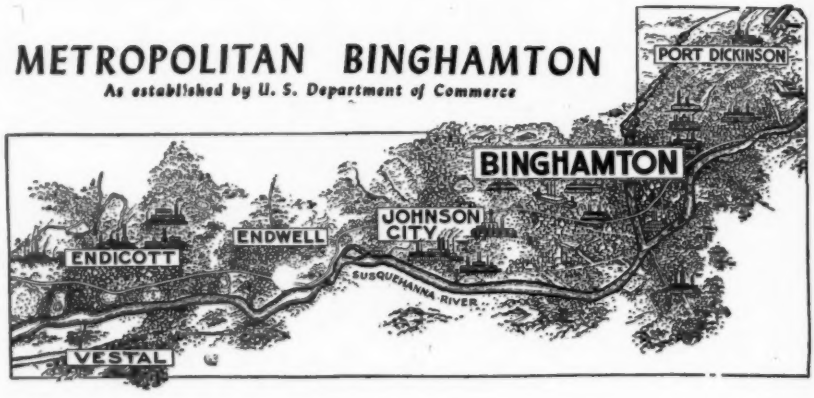
One of the 21 Gannett Newspapers

Represented nationally by J. P. McKinney & Son *New York* *Chicago* *San Francisco*

You Can Sell New York's *4th* Upstate Market Quicker Than You Can Say

"Binghamtonendicottjohnsoncityportdickinsonendwellvestal"

and reach the State's best current employment situation



The U. S. Department of Commerce calls it "Metropolitan Binghamton." Actually, Binghamton and the shoulder-to-shoulder communities shown on the map are more closely integrated in living, working and shopping habits than N. Y. City's 5 Boroughs. They are in effect a single compact city of 164,500 people . . . 47,900 families . . . with $244,359,000 total income and $153,122,000 retail sales. Average family income is $5,101. Current Labor Department reports show the best employment trend, last 12 months, of any large city in the State. The Binghamton Press is read in better than 80% of the homes throughout the area.

BINGHAMTON PRESS

One of 21 Gannett Newspapers

Represented by J. P. McKINNEY & SON • New York • Chicago • San Francisco

NEW YORK — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Broome.....13	179.9	.1228	51.4	160,543	.1229	38,887	24,729	4,019	9,608	.....	251,680	.1332	1,399	4,898	B	4.8	.1280	104
▲Binghamton...	88.9	.0607	26.3	105,478	.0808	22,201	21,505	2,829	8,080	F	136,727	.0724	1,538	5,199	.....	.....	.0726	120
Endicott.....	23.0	.0157	6.6	22,154	.0170	6,309	2,277	546	963	H	33,626	.0178	1,462	5,095	.....	.....	.0171	109
Johnson City....	21.6	.0148	5.9	13,005	.0099	4,815	*	462	484	H	31,558	.0167	1,461	5,349	.....	.....	.0143	97
Cattaraugus.....	77.8	.0531	23.0	66,639	.0511	15,432	9,684	1,757	3,170	.....	103,085	.0546	1,325	4,482	B	18.7	.0533	100
Olean.....	24.5	.0167	7.0	33,119	.0254	7,374	7,908	833	2,271	H	39,494	.0210	1,612	5,642	.....	.....	.0215	129
Salamanca.....	9.6	.0065	2.9	9,863	.0075	2,731	1,018	261	.....	H	13,133	.0069	1,368	4,529	.....	.....	.0070	108
Cayuga.....	68.0	.0464	20.6	61,767	.0473	15,820	6,055	1,422	3,772	.....	92,752	.0491	1,364	4,503	B	18.7	.0480	103
Auburn.....	37.7	.0258	11.1	45,089	.0346	11,833	5,862	1,198	3,676	H	60,094	.0318	1,594	5,414	.....	.....	.0314	122

▲ See end of state "Metropolitan County Areas." ● See end of state "Multiple Cities." © SM, 1949.

Before using these figures, see explanation page 19. *Withheld to avoid disclosure.

AUBURN, N. Y. . . . *Key City of Finger Lakes Region*

11,100 FAMILIES $60,094,000 INCOME $5415 PER FAMILY INCOME

$45,089,000 RETAIL SALES QUALITY OF MARKET INDEX 122

THE AUBURN CITIZEN-ADVERTISER

Over 9,000—Evening

Read in 83 of Every 100 Homes in Auburn

WNEW • WNEW • WNEW • WNEW • WNEW • WNEW • WNEW • WNEW
EW • WNEW • WNEW • WNEW • WNEW • WNEW • WNEW • WNEW • WI
WNEW • WNEW • WNEW • WNEW • WNEW • WNEW • WNEW • WNEW
EW • WNEW • WNEW • WNEW • WNEW • WNEW • WNEW • WNEW • WI
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GREATER NEW YORK'S
FAVORITE STATION FOR
MUSIC AND NEWS

WNEW

1130 on your dial

ON THE AIR 24 HOURS A DAY

ELMIRA Offers LARGEST SALES PLUS of all State's Major Markets

Again, as for several years past, Elmira continues to stand out as New York's top quality large city market. With a ratio 50% above normal, it does a greater volume of retail business in relation to its population than any other N. Y. State market over 50,000 people . . . New York City included.

Elmira's high income and buying power . . . $1,689 per capita, $5,375 per family . . . result in a Quality of Market Index of 130 . . . second only to Albany's in the above 50M group. Elmira is the hub of New York's rich Southern Tier counties, which combine industrial and agricultural productivity of a high order with a minimum of labor trouble.

The Elmira newspapers provide complete City Zone coverage and better than 40% daily, 50% Sunday, in the surrounding area of more than 150,000 population.

THE ELMIRA STAR-GAZETTE & ADVERTISER • THE SUNDAY TELEGRAM

Gannett Newspapers

Represented by J. P. McKinney & Son New York, Chicago, San Francisco

NEW YORK — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES* CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Chautauqua	128.7	.0879	39.1	100,218	.0767	26,107	12,601	2,272	5,192		183,140	.0969	1,423	4,684	B	14.6	.0890	101
Jamestown	43.2	.0295	14.0	49,608	.0380	12,436	8,755	1,279	3,021	G	73,029	.0387	1,690	5,216			.0367	124
●Dunkirk	19.5	.0133	5.6	12,727	.0097	6,526	2,610	531	1,440	H	29,072	.0154	1,491	5,191			.0133	100
Chemung....148	83.4	.0569	25.3	83,273	.0638	19,354	11,020	2,070	5,592		131,105	.0695	1,572	5,182	D	6.6	.0653	115
◆Elmira	52.5	.0358	16.5	69,950	.0536	14,478	8,960	1,922	5,413	G	88,680	.0469	1,689	5,375			.0467	130
Chenango	38.0	.0259	11.9	31,558	.0242	8,922	2,945	457	556		51,995	.0275	1,368	4,389	B	31.8	.0262	101
Norwich	10.0	.0068	3.3	12,401	.0095	2,797	2,379	172	374	H	13,985	.0074	1,399	4,238			.0079	116

◆ See end of state "New Metropolitan County Areas." ● See end of state "Multiple Cities." Before using these figures, see explanation page 19.

© SM, 1949.

WELM

WKNP - FM, Corning, New York,
Owned by Corning Leader, Inc.

It's the Best for Less $

American Broadcasting Company

ELMIRA, NEW YORK
where Population and Income* are still going - - -



UP

* N. Y. State Department of Commerce

The Walker Company

HERE ARE SOME SURPRISING "SMALL TOWN MARKET" FACTS

Small cities (under 25,000 population) may look small compared with big metropolitan centers, but they total surprisingly large. For example, there are six "small city" markets in New York State where local newspapers must be used for coverage —because papers from larger cities do not cover them as much as 20%. They represent a combined volume of retail sales actually larger than any of the big "Up-state" cities except Buffalo. Advertising and sales cost is a per dealer, a per capita affair. Look at some of the per capita and per family facts for 1948 below, compared with larger cities — the potential for sales per unit of advertising or per hour of sales time. Why not let us work out a test for you in a few of these six cities and try this un-tapped market?

ITHACA .. *BEST IN STATE OVER 10M POPULATION*

Of 22 independent markets in New York State larger than Ithaca, not one equals its per capita retail sales of $1718 . . . 81% over the State per capita. Nor its $43 per capita drug sales . . . 91% over the State per capita. Of all 23 markets Ithaca is second in per capita food sales . . . its $402 average topping the State's by 62%. Only five of these larger markets exceed Ithaca's per capita income. No wonder the city's 145 Quality of Market Index is the highest of all New York State's self-contained markets above 10M population.

THE ITHACA JOURNAL

Complete coverage in City Zone; better than 80% in entire market.

One of 21 Gannett Newspapers

MALONE'S *PER FAMILY INCOME EQUALED ONLY BY ALBANY AND NEW YORK CITY*

Only Albany and New York City . . . out of 37 larger New York cities . . . top Malone's $5882 per family income! Malone's per family purchases are well above the U. S. per family averages for total retail sales, foods and general merchandise . . . not by quite as much as its 30% above on average family income, because our people do some buying on larger items in other larger centers. But here is where they live, here is where they read their local newspaper most intently of all.

THE MALONE TELEGRAM

One of 21 Gannett Newspapers

KEEP YOUR EYE ON MASSENA

Thirty-four New York independent city markets outrank Massena's 14,000 population. But only 8 of them have per family income to match Massena's $5461.

Massena is a young market . . . its greatest development resulting from its enormous Aluminum plant and the St. Lawrence hydro-electric project. Even so, its growing market strength already shows in per family retail sales, food sales and furniture sales well above the state's per family averages. Although the city's retail sales average a high $3503 per family, it is particularly important as a sales center for electrical and household equipment in which its sales run 63% above the national average—52% above the State's.

Massena's increasing buying power and sales volume mean good business for advertisers now . . . even more business in the future.

THE MASSENA OBSERVER

(Twice Weekly)

One of 21 Gannett Newspapers

OGDENSBURG'S *HIGH INCOME RICH AD TARGET*

Only three of thirty-two larger independent markets equal Ogdenburg's $5,754 per family income. Total income is 28% above normal ratio to population. While about normal in total retail sales, Ogdensburg is an especially strong "General Merchandise" sales center—clearly above average for both the nation and the State. This clearly indicates its importance as a shopping center for the surrounding area.

No outside newspaper has enough coverage here to tap Ogdensburg's plus buying power.

OGDENSBURG JOURNAL

(Evening)

OGDENSBURG ADVANCE - NEWS

(Sunday)

One of 21 Gannett Newspapers

OLEAN *KEY SHOPPING CENTER IN SOUTHERN TIER*

Olean is a sales manager's dream market. Retail sales of $33,119,000 are 52% above U. S. normal per capita! Food 40% higher; general merchandise 178%; drug 36%; furniture-household-radio 98%. With 31.4% of Cattaragus county's population, Olean does 49.6% of its retail business; 47.7% of its drug sales; and 71.6% of its furniture-household-radio sales. **Nothing could more clearly prove our point that, with immediately adjoining Allegany and Portville, this should really be considered a City Zone Market of 50,000 population covered completely by . . .**

THE OLEAN TIMES-HERALD

One of 21 Gannett Newspapers

SARATOGA SPRINGS *100% ABOVE STATE DRUG SALES AVERAGE*

Retail sales of $18,844,000 show Saratoga Springs to be the busy year-round shopping center for a much larger population than 15,000 . . . with its per capita retail sales running 41% above U. S. average. Only two of the state's big city markets of 50,000 or more population keep pace with that figure. Saratoga Springs' per capita retail sales are 33% above the State average; food sales 43% above . . . and drug sales 100% above. Everyone knows Saratoga to be a sales bonanza during the annual racing season, but it takes more than the month of August to build figures like these.

The Saratogian matches this big sales potential with superb coverage—100% of city zone, 72% of entire market.

THE SARATOGA SPRINGS SARATOGIAN

One of 21 Gannett Newspapers

Represented Nationally by J. P. McKINNEY & SON . . . New York • Chicago • San Francisco

ONLY ONE WAY TO PENETRATE THE RICH $400,000,000 BUFLOPOLE MARKET!



To penetrate the surface of the rich $400,000,000. BUFLOPOLE MARKET it is essential to reach down into the major interests and desires of the men, women and youth that make up this gigantic colony of a quarter million industrious, able-to-buy Americans of Polish origin. And there is only one medium that reaches down and stirs them into action on any sales message . . . the only newspaper that speaks the language of these "people who control the cash reserves of the banks of Buffalo . . . the Daily newspaper with more penetrative paid circulation than 95% of all dailies in America . . .

EVERYBODY'S DAILY

EVERYBODY'S BUILDING — BUFLOPOLE, N. Y.

National Representatives: LORENZEN & THOMPSON, Inc.
New York, Chicago, St. Louis, San Francisco, Los Angeles, Detroit, Cincinnati, Kansas City, Atlanta

NEW YORK — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S.A. Potential	Quality of Market Index
Clinton	50.5	.0345	13.3	34,708	.0266	8,449	3,899	1,135	1,092		64,989	.0344	1,287	4,886	B	22.2	.0321	93
Plattsburgh	20.0	.0137	5.6	21,970	.0168	4,659	3,495	996	1,072	H	29,376	.0156	1,469	5,246			.0156	114
Columbia	44.5	.0304	14.0	31,319	.0240	8,359	2,039	445	1,057		51,987	.0275	1,168	3,713	B	22.5	.0270	89
Hudson	11.6	.0079	3.5	15,032	.0115	4,050	1,635	241	869	H	20,328	.0107	1,752	5,808			.0104	132
Cortland	37.7	.0257	11.8	32,810	.0251	7,197	3,689	668	1,360		49,827	.0264	1,322	4,223	B	19.8	.0259	101
Cortland	18.0	.0123	5.8	22,540	.0173	4,965	3,512	582	1,193	H	32,486	.0172	1,805	5,601			.0162	132
Delaware	43.9	.0300	13.0	34,725	.0266	6,723	1,343	664	935		56,325	.0298	1,283	4,333	A	38.1	.0289	96
Dutchess	107.9	.0736	31.8	117,236	.0898	33,891	13,510	2,757	3,326		166,058	.0879	1,539	5,222	B	9.9	.0858	116
Poughkeepsie	44.2	.0302	13.5	66,355	.0508	19,081	11,419	1,617	2,502	G	72,355	.0383	1,637	5,360			.0404	134
Beacon	13.0	.0088	3.6	11,020	.0085	3,833	1,195	301	268		20,033	.0106	1,541	5,565			.0096	109
Erie 17	884.8	.6040	245.1	772,602	.5918	196,868	148,190	19,315	38,274		1,290,056	.6829	1,458	5,263	A	2.6	.6398	106
▲Buffalo	613.5	.4188	171.9	639,714	.4899	156,631	144,463	16,580	34,811	B	890,250	.4713	1,451	5,180			.4664	111

▲ See end of state "Metropolitan County Areas."

© SM, 1949.

Before using these figures, see explanation page 19.

In Buffalo COLUMBIA AND WGR ARE THE BIG NAMES FOR 1949

Check the spectacular two-year rise of WGR's Hooper ratings under the station's new ownership* and . . . with Columbia's new galaxy of headliners . . . *watch what happens in 1949.*

*Leo. J. ("Fitz") Fitzpatrick and I. R. ("Ike") Lounsberry

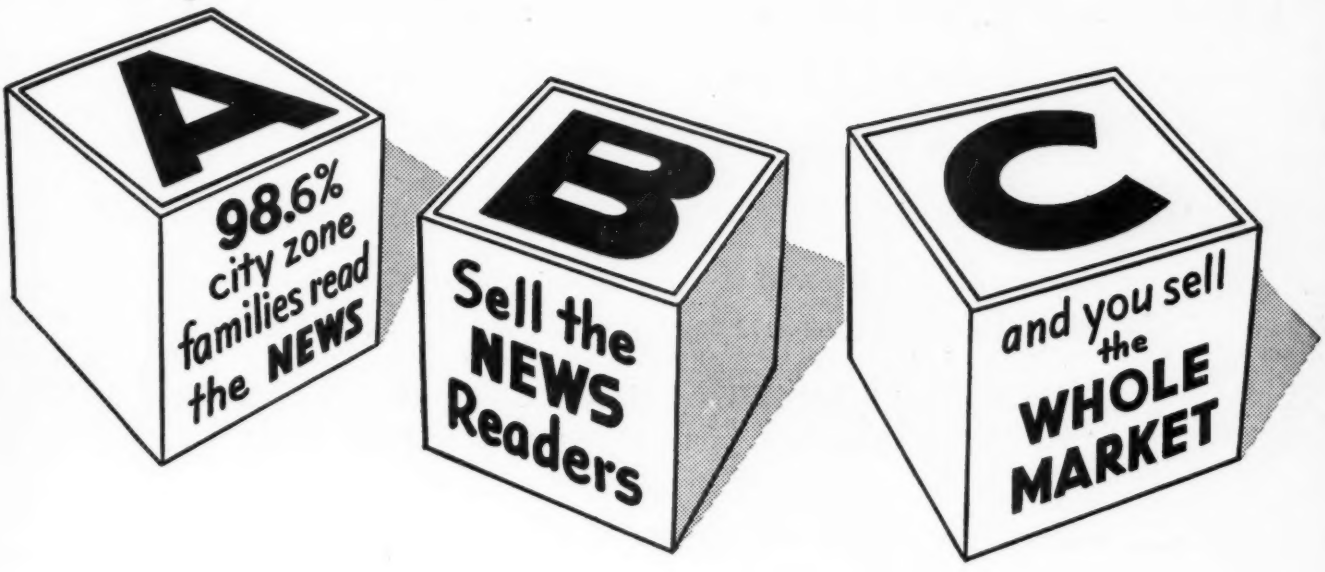
WGR 550

RAND BUILDING, BUFFALO 3, N. Y.

Broadcasting Corporation

Buffalo's Columbia Network Station • National Representative, Free & Peters, Inc.

Simple as...



BUFFALO EVENING NEWS

"Western New York's Great Newspaper"

EDWARD H. BUTLER, *Editor and Publisher*

KELLY-SMITH CO., *National Representatives*



At Buffalo's Best Buyers . . . Use the Courier-Express

● The Courier-Express reaches those who must be sold to sell the Buffalo area. And it reaches them more economically. That is why its general (national) linage has increased 71% in the last ten years while its competition gained 51%.

Remember, your dollar buys greater impact in the Courier-Express on the families with *MORE* money to *BUY* your products.



Send for these three Courier-Express studies of newspaper advertising in the Buffalo market.

Buffalo Courier-Express

Western New York's Only Morning and Sunday Newspaper

Representatives
Osborn, Scolaro, Meeker & Scott

Dual Control Is For Your Benefit Too—

GLOVERSVILLE AND JOHNSTOWN, N. Y.— ARE ONE MARKET FOR CULTIVATION.

SAME WHOLESALERS — GOOD RETAILERS — ABLE CONSUMERS

Sales Management Shows 36,500 population — $34,984,000 retail sales.

Sales Management Shows 12,200 families — $10,502,000 food sales.

WE SHOW YOU COMPLETE COVERAGE WITH AN ABUNDANCE OF LOCAL NEWS FOR BOTH CITIES IN OUR DUAL PLAN

These newspapers are economical for all our advertisers

LEADER (ABC) **REPUBLICAN** (ABC) **HERALD**

Over 15,000 Every Business Day

Represented by Julius Mathews Special Agency, Incorporated

New York Philadelphia Detroit Chicago Boston Syracuse

NEW YORK — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S.A. Potential	Quality of Market Index
Lackawanna	27.6	.0189	7.3	13,135	.0101	3,048	594	1,625	.....	H	31,422	.0167	1,138	4,304	.....	.....	.0152	80
Kenmore	26.0	.0177	7.5	19,315	.0148	5,758	638	619	476	H	51,212	.0271	1,970	6,828	.....	.....	.0215	121
●Tonawanda	15.0	.0103	4.3	11,589	.0089	3,635	1,070	289	557	H	20,250	.0107	1,350	4,709	.....	.....	.0101	98
Essex	33.8	.0231	9.7	26,138	.0200	7,473	1,166	664	445	.....	43,322	.0230	1,282	4,466	E	15.4	.0221	96
2Saranac Lake (See Franklin Co.)																		
Franklin	42.1	.0287	11.7	34,538	.0265	8,694	3,561	733	824	.....	61,503	.0325	1,461	5,257	B	26.1	.0299	104
Malone	12.0	.0081	3.4	11,950	.0092	2,736	1,812	274	273	H	20,000	.0106	1,667	5,882	.....	.....	.0081	100
2Saranac Lake	8.0	.0055	2.6	9,775	.0075	1,969	907	263	345	H	14,548	.0077	1,819	5,595	.....	.....	.0072	131
Fulton	49.4	.0338	15.5	48,123	.0369	12,093	4,807	974	1,905	.....	56,322	.0298	1,140	3,634	E	5.9	.0327	97
●Gloversville	25.0	.0171	8.4	25,601	.0197	7,433	3,976	608	1,014	G	33,794	.0179	1,352	4,023	.....	.....	.0183	107
●Johnstown	11.5	.0078	3.8	9,383	.0071	3,069	*	215	585	H	12,898	.0068	1,122	3,394	.....	.....	.0071	91
Genesee	47.4	.0323	13.7	35,438	.0271	7,349	4,207	766	2,042	.....	58,496	.0310	1,234	4,270	B	21.6	.0301	93
Batavia	18.8	0.129	5.6	22,822	.0175	4,752	3,803	480	1,628	H	30,239	.0160	1,608	5,400	.....	.....	.0158	122
Greene	26.7	.0182	8.8	21,174	.0162	5,851	1,376	527	617	.....	34,667	.0184	1,298	3,939	C	23.3	.0177	97
Hamilton	4.0	.0028	1.3	3,116	.0024	825	130	33	*	.....	4,853	.0025	1,213	3,733	G	14.8	.0025	89

2 Saranac Lake is in Essex and Franklin Counties
● See end of state "Multiple Cities."

© SM, 1949.

Before using these figures, see explanation page 19.
*Withheld to avoid disclosure.

adv.

For market data of major Metropolitan Areas, see page 133.

We'll never press New York City or Chicago . . . BUT

WE'LL MORE THAN PAY OUR WAY ON ANY LIST

● Herkimer City Zone Sales Increase 152% in 5 Years!

Herkimer City Zone's strong, steady sales gains over the past five years warrant serious consideration when making up your advertising list. Sales returns in this market will easily liquidate the low cost of advertising.

The city zone's four communities . . . Herkimer, Ilion, Mohawk, and Frankfort . . . all within a 3½ mile radius . . . accounted for $29,585,000 retail sales in 1948. This was $17,885,000—or 152.8%—MORE than in 1943. In the same period food sales climbed 79%! General merchandise 84%! Drug 106%! These cumulative long-term gains are only part of the Herkimer City Zone success story. . . .

The trend continues firmly upward. Under the stimulus of unprecedented industrial wages and high farm income, retail sales have grown . . . in consistent, healthy fashion . . . to plus proportions—as the market's percentage of U.S. retail sales forged ahead of its percentage of U.S. population.

A large share of the credit for the city zone's development as a responsive market belongs to the Herkimer Telegram—a daily buying guide—87% home delivered throughout the entire market.

Advertising in the Telegram Pays Off . . . with Increasing Dividends from Year to Year

THE HERKIMER TELEGRAM *HERKIMER, N. Y.*

Represented by the Julius Mathews Special Agency

NEW YORK—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES SM	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Herkimer.....129	64.8	.0442	19.0	42,737	.0327	10,850	5,113	823	1,865	.....	73,680	.0390	1,137	3,877	B	14.6	.0382	86
Little Falls.....	12.5	.0085	3.6	10,171	.0078	2,520	1,084	229	506	H	16,204	.0086	1,296	4,501	.....	.....	.0083	98
●Herkimer.....	12.0	.0082	3.4	12,521	.0096	2,200	3,414	137	622	.....	14,362	.0076	1,197	4,224	.....	.....	.0083	101
Jefferson.....	87.0	.0594	26.6	75,844	.0580	17,027	9,728	1,569	3,012	.....	119,146	.0631	1,369	4,479	B	19.4	.0808	102
Watertown.....	36.5	.0249	11.2	44,748	.0343	9,412	8,918	1,088	2,475	G	65,768	.0348	1,802	5,872	.....	.....	.0327	131
Kings.....82(a)	2,872.3	1.9609	773.1	1,905,701	1.4597	672,701	230,712	44,156	121,318	.....	4,206,540	2.2268	1,465	5,441	F	0.1	1.9435	99
1Brooklyn.....	.....	.....	.....	.....	.....	.....	.....	.....	.....									
Lewis.....	22.5	.0153	6.5	12,349	.0095	3,011	486	161	157	.....	25,057	.0133	1,114	3,855	B	38.7	.0128	82
Livingston.....	36.6	.0250	10.4	24,612	.0189	5,730	452	514	799	.....	43,325	.0229	1,184	4,166	B	27.2	.0221	88

1 The City of New York includes the counties: Bronx, Kings, New York, Queens and Richmond

● See end of state "Multiple Cities."

Before using these figures, see explanation page 19.

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An article by Richard Crisp tells how to apply the "Survey of Buying Power" figures to Sales and Advertising problems. See page 40.

Tops New York family average by 34%

SAKES ALIVE! YOU CAN SELL

almost anything now-a-days in a drug store—possibly one of several reasons why Oneida sales in that classification average $102.00 per family.

ONEIDA

N.Y.

Certainly a VITAL DISPATCH to rate attention of advertisers that are interested in the cash register activities of the stores that render yeoman community service to families.

Other sales Dispatches can be read from the new figures in Sales Management's Survey of Buying Power.

Superiority in sales-making is a continuing "Dispatch" of Oneida's excellence as a retail center. Its market index of 125 points to buying power and spending habits . . . far above the normal level for a city of its size.

You can translate Oneida and Madison Counties potential into sales through THE ONEIDA DISPATCH, which has more circulation than there are families in Oneida and vicinity.

ONEIDA DAILY DISPATCH

Represented by THE JULIUS MATHEWS SPECIAL AGENCY

NEW YORK — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Madison	44.6	.0304	13.5	32,726	.0250	6,602	1,828	760	1,481		56,324	.0299	1,263	4,172	B	29.6	.0285	94
Oneida	11.0	.0079	3.6	13,843	.0106	2,736	1,376	366	1,097	H	19,489	.0103	1,680	5,414			.0099	125
Monroe	465.4	.3177	137.0	483,754	.3553	111,683	79,882	12,136	24,250		732,420	.3877	1,574	5,346	A	3.4	.3640	115
▲Rochester	341.0	.2328	101.0	415,060	.3179	96,952	79,107	10,993	23,739	D	572,844	.3032	1,680	5,672			.2935	126

▲ See end of state "Metropolitan County Areas."

© SM, 1949.

Before using these figures, see explanation page 19.

BLANKETING THE RURAL-URBAN UPSTATE NEW YORK MARKET

Cornell-R UNIVERSITY

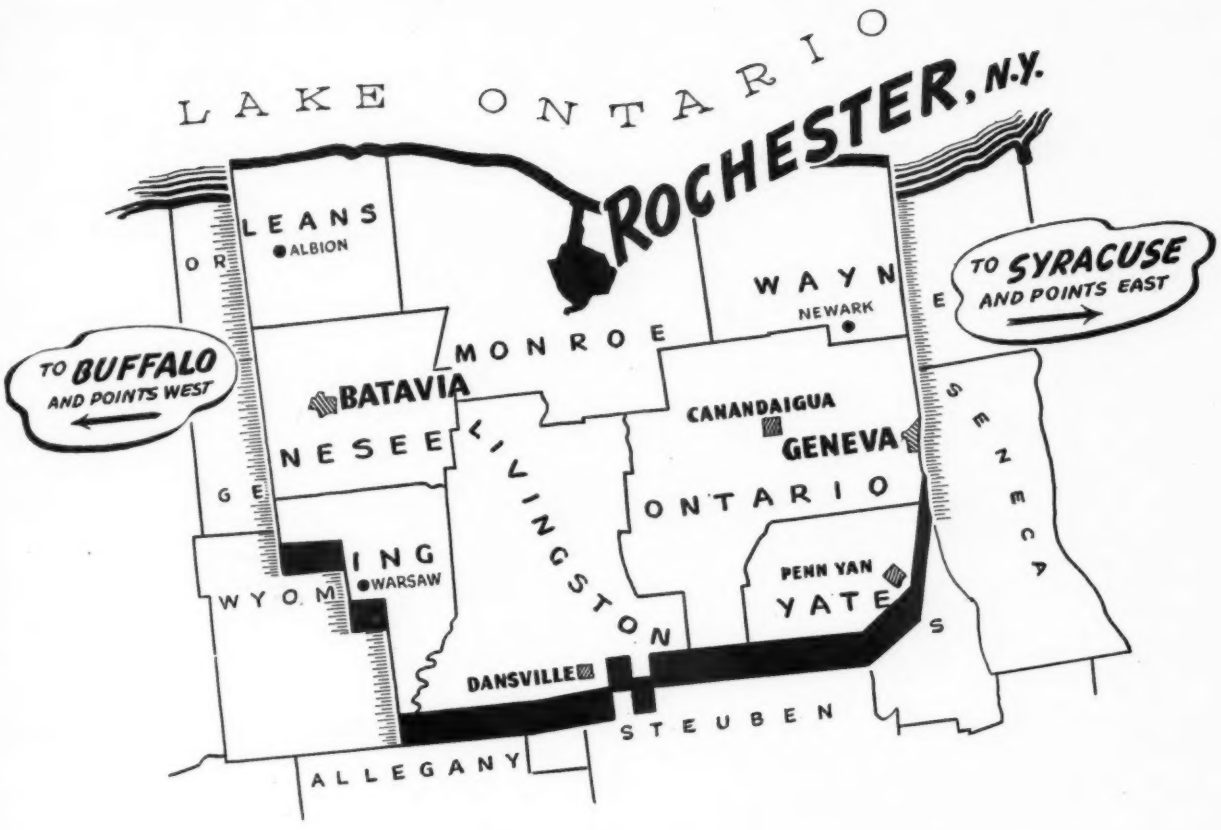
Rural Radio FM Network

OWNED BY 100,000 NEW YORK STATE FARMERS

Here's vital, live Radio that SELLS thruout 80% of the Northeast's *Richest* Agricultural Area

WRITE: Cornell-Rural Radio, Ithaca, N. Y. or 330 West 42nd Street, New York City

Cornell-Rural Radio
OPERATING
WHCU - FM
40,000 WATTS
AND
Rural Radio Network
SIX FM STATIONS COVERING 80% OF RURAL NEW YORK
MANAGING DIRECTOR
MICHAEL R. HANNA



Wealth and Coverage

WEALTH— Rochester, 3rd largest city in New York State in population, is FIRST of the 3 in Income per Capita ($1,679); Income per Family ($5,672); Total Retail Sales per Capita ($1,217); Total Retail Sales per Family ($4,155).

But note this: While Rochester's Income per Family averages $5,672, the average throughout the entire market area on the above map is $4,914. High income dairy farming and 44 prosperous small cities and towns explain this unusual figure.

COVERAGE— Throughout this mapped market area your Rochester, N. Y., newspaper advertising gives penetration and intensity of coverage comparable to the City Zone coverage of most big city newspapers. In only one other large U. S. market, does your newspaper advertising give you comparable coverage of a complete market area. That's why we present this whole rich area as the "Rochester City Zone Coverage" market of 655,665 population.

ROCHESTER TIMES-UNION DEMOCRAT AND CHRONICLE

Two of 21 Gannett Newspapers

Represented by J. P. McKinney & Son . . . . . New York, Chicago, San Francisco

There's A Lot of Buying Where A Lot of People Work for A Lot of Money . . . *Amsterdam, N. Y. Families Spend 71% of Income for the Good Things of Life!*

Housewives in prosperous wage-earning families are your retailers' steadiest customers. Amsterdam—leading rug manufacturing center of the world and home of many diversified industries—is the hub of a busy industrial area employing more than 25,000 people. Fat weekly pay envelopes and steady work mean good living to these people and their families . . . big meals, good clothes, smart home furnishings, cars, radios, television sets, etc.

The Amsterdam Recorder . . . with 100% circulation in the city zone . . . is read by more than 65% of the families in the entire market.

	Amsterdam	Montgomery Co.
Retail Sales	$35,005,000	$51,102,000
Food Sales	9,981,000	14,539,000
General Merchandise	4,377,000	4,746,000
Drug Sales	1,065,000	1,433,000
Furniture-Household-Radio	1,405,000	1,911,000

AMSTERDAM EVENING RECORDER

Montgomery County's ONLY Daily Newspaper

NEW YORK — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATE 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Montgomery	62.3	.0428	18.4	51,102	.0391	14,539	4,746	1,433	1,911		85,413	.0452	1,371	4,642	B	10.4	.0429	101
Amsterdam	34.8	.0237	10.0	35,005	.0268	9,981	4,377	1,065	1,405	H	48,920	.0259	1,406	4,892			.0257	108
Nassau;82(a)	474.4	.3238	131.4	485,121	.3718	149,765	28,439	12,639	15,428		799,838	.4234	1,686	6,087	B	2.4	.3879	120
Hempstead Township	322.2	.2200	92.7	392,462	.3006	119,129	22,578	9,912	5,665	H	552,573	.2926	1,715	5,961			.2805	128
Glen Cove	15.8	.0108	4.0	16,494	.0126	4,751	900	577	771	H	21,682	.0114	1,372	5,421			.0116	107
Long Beach	12.0	.0082	3.3	10,187	.0078	5,901	495	645	334		20,460	.0109	1,705	6,200			.0094	115
No. Hempstead Township	91.1	.0622	26.2	39,780	.0305	8,707	3,957	1,465	*		156,237	.0827	1,715	5,963			.0629	101

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 19.

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the *Long Island* story

$799,838,000 Market EBI

3 out of every 4 homes in Nassau County listen regularly to WHLI's programs of Familiar Music and Long Island News.

- More listeners per dollar in Nassau County than any other station — including the New York City 50,000 watters.
- Of course WHLI has Hooper, Conlan and L.I. Radio survey.

"THE VOICE OF LONG ISLAND"

WHLI 1100 on your dial

WHLI-FM 98.3 MC.

Elias I. Godofsky, President

HEMPSTEAD, L. I., N. Y.

HEMPSTEAD TOWN FAMILIES SPEND MOST!

Per Family Spending in Hempstead Town Exceeds Averages of New York's Major Markets, the State and Nation

PER FAMILY AVERAGE

	HPSTD. Town	N.Y.C.	Buf'o	Roch.	Syr'se	Albny	STATE	USA
Retail Sales	$4234	$3384	$3720	$4109	$3975	$4100	$3256	$3131
Food Sales	1285	886	911	960	938	976	853	751
Drug Sales	107	77	96	109	103	103	76	89
Income	5961	6097	5180	5672	5290	5884	5612	4531

To do a man-size selling job in this market you need the impact of Hempstead Town's great family newspaper.

A recent national award winner for its volume and variety of local news, the Review-Star *alone* satisfies thousands of prosperous Hempstead Town families with its daily report on local affairs. It spotlights all important and human interest aspects of AP and INS wire news . . . while blanketing the reading interests of both sexes, of all ages, with famous syndicated features and comics, as well as columns of local opinion, comment, observation and activities.

And it continuously crusades for a still better Hempstead Town with front-page articles that expose and analyze community problems while blueprinting remedial action.

This sort of reader-appeal is the ideal teammate for advertising.

NASSAU DAILY REVIEW-STAR

HEMPSTEAD TOWN, LONG ISLAND, N. Y.

Six days a week, 5c a copy • Executive Offices, Rockville Centre, N. Y.

Represented Nationally by Lorenzen & Thompson, Inc.

New York • Chicago • St. Louis • San Francisco • Los Angeles • Detroit • Cincinnati • Kansas City • Atlanta

NIAGARA FALLS, N. Y.

METROPOLITAN ZONE **Population Now 104,194**

based on corporate city S.M. estimate of 92,100 and immediate suburban area within 3½ miles.

A city of diversified industries including hydro electric power, chemicals, electro metallurgical products, paper and paper products, airplanes, foods and others, employing many skilled technicians and labor.

- **ANNUAL PAYROLLS $100,000,000**
- **ANNUAL RETAIL SALES $93,419,000**

(Sales Management Survey of Buying Power 1949)

FULLY COVERED ONLY BY

NET PAID

NIAGARA FALLS GAZETTE - 30,000+

NIAGARA FALLS, N. Y.
S M HIGH SPOT CITY
APRIL 1949

City Index 241.8 — City National 103.3

1949 SURVEY OF BUYING POWER

- Retail Sales 1948 . . $93,419,000
- EFFECTIVE BUYING INCOME
  - Total Net . $128,789,000
  - PER FAMILY NET $5,257
- QUALITY OF MARKET INDEX 108

Represented Nationally by KELLY-SMITH CO.

NEW YORK — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
New York (Manhattan) 82(a)	1,926.3	1.3149	648.2	3,767,124	2.8854	540,401	788,928	79,947	238,408	.....	4,544,645	2.4059	2,359	7,011	G	.....	2.3315	177
▲1New York City.. (5 Counties)	8,042.9	5.4901	2,331.5	7,902,859	6.0532	2,065,718	1,152,116	178,947	485,816	A	14,236,438	7.5364	1,770	6,106	.....	.....	6.6813	122
Niagara.....17	185.4	.1266	51.4	161,346	.1236	40,937	22,605	4,060	5,750	.....	240,638	.1274	1,298	4,682	B	7.9	.1261	100
▲Niagara Falls..	92.2	.0629	24.5	93,419	.0715	23,933	15,840	2,539	4,268	H	128,789	.0682	1,397	5,257	.....	.....	.0681	108
Lockport.....	27.4	.0188	7.9	28,882	.0222	6,870	4,452	1,111	978	H	33,401	.0177	1,219	4,228	.....	.....	.0193	103

1 The City of New York includes the counties: Bronx, Kings, New York, Queens and Richmond

▲ See end of state "Metropolitan County Areas."

Before using these figures, see explanation page 19.

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Need help in using SM "Survey" figures?

Write THE ECONOMETRIC INSTITUTE

The Econometric Institute's ten year background of regional research experience has been joined with the facilities of Sales Management to prepare the estimates in this Survey of Buying Power. Therefore the Institute can provide:

A regional consultative service geared to your particular marketing problem.

IBM listings of Survey material, regrouped according to your sales territories.

Estimates for local areas not shown in this Survey but based on Survey techniques and sources.

Special analyses of Survey data supplemented by IBM reclassifications when necessary.

Forecasts for local areas, over periods of one to ten years geared to the Institute's national forecasts.

For further information call or write:

THE ECONOMETRIC INSTITUTE
21 East 63rd Street — New York 21, N. Y.



700,000 New York Families Prefer the Home-Going Journal-American

IN NEW YORK, where sales opportunity is limited only by sales effort, one home-going newspaper delivers the family coverage you need for volume sales. Four out of every 10 families who read a metropolitan evening newspaper read the Journal-American.

And they read it through choice alone. No one is ever "sold" a newspaper in New York. There is no city-wide home delivery under metropolitan newspaper management. There is no price incentive. Like your merchandise on retail counters, the choice is up to the customer.

It is significant then that the New York Journal-American overwhelmingly outsells all competition in the evening field . . . leading the second newspaper nearly two-to-one. To move merchandise in New York let the Journal-American speed your sales-delivery to New York's largest evening newspaper audience.

Journal NEW YORK American

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

A HEARST NEWSPAPER

NATIONALLY REPRESENTED BY
HEARST ADVERTISING SERVICE

TWIN SELLING TOOLS IN CENTRAL NEW YORK

only

THE ROME DAILY SENTINEL

Completely Covers The Rich Rome Market

$44,673,000 Retail Sales
$27,005,000 in Rome
$17,668,000 Outside

Check with Julius Mathews Agency

RADIO STATION

WRUN UTICA ROME

1150 KC—5000 WATTS—ABC NETWORK

The ONLY Station with Complete Studios in BOTH Utica and Rome. Serving 10 Upstate Counties.

Retail Sales $497,994,000
Population 647,400
Families 193,900

Check with Avery-Knodel, Inc.

Owned and Operated by the ROME SENTINEL COMPANY

NEW YORK — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
●North Tonawanda..	25.0	.0170	6.4	20,490	.0156	6,603	653	269	355	H	28,350	.0150	1,134	4,430	.....	.....	.0156	92
Oneida.....129	217.4	.1484	64.0	174,225	.1334	45,402	20,870	3,353	9,507	.....	301,316	.1595	1,386	4,708	A	8.8	.1495	101
▲Utica.....	106.0	.0724	31.3	110,284	.0845	25,281	12,985	2,125	7,333	E	169,972	.0900	1,604	5,430	.....	.....	.0822	114
▲Rome.....	42.5	.0290	11.6	27,005	.0207	9,221	5,678	742	1,110	H	58,905	.0311	1,386	5,078	.....	.....	.0276	95

● See end of state "Multiple Cities." ▲ See end of state "Metropolitan County Areas." Before using these figures, see explanation page 19.

© SM, 1949.

New York's 3rd BEST MARKET over 25,000 Population

Kingston's Quality of Market Index—132—is third highest of New York State's self-contained markets above 25,000 population . . . just three points below the leader.

This means only one thing . . . that Kingston's buying power and spending habits offer advertisers one of the strongest possible inducements in the whole state.

In this market . . . 88 miles from New York City, 54 from Albany . . . only the Kingston Freeman gives satisfactory coverage.

THE KINGSTON FREEMAN KINGSTON, N. Y.

KINGSTON-RICH MARKET CENTER

Population	30,500
% of U. S.	.0209
% of Ulster Co.	35.0
Families	9,600
Retail Sales	$41,006,000
% of U. S.	.0314
% of Ulster Co.	56.0
Total Income	$52,369,000
% of U. S.	.0277
% of Ulster Co.	42.0
Per Capita Income	$1,717
Per Family Income	$5,455
Quality of Market	132

Represented by
Burke, Kuipers & Mahoney, Inc.

Outstanding Sales Gains Make

UTICA A MUST!

Sales Management reports Utica's retail sales are up 21.8% over last year . . . compared with 14.8% for New York State; the nation 11.0%. Utica, as a retail center for urban industrial families and farmers in the area, is still further emphasized by the increase in Utica's percentage of State and U. S. retail sales. Just look at this table . . . note how Utica's sales growth outruns its population growth.

THE UTICA MARKET GROWS!

	% N.Y. State Population	% N.Y. State Retail Sales	% U.S. Population	% U.S. Retail Sales
1947	.720	.758	.071	.077
1948	.732	.805	.072	.0845

Utica's per capita income of $1,604 is 24% more than the national average of $1,289 . . . and it represents plenty of surplus buying power. Although the city's retail sales are well above state and national family averages, its percentage of U. S. income remains higher than its percentage of U. S. retail sales. This clear indication of a reserve of untapped buying power appears in only two other New York State city markets over 50M population . . . New York City, of course, being one of them.

The Utica newspapers give you selling support worthy of this plus market. The evening newspaper covers more than 90% of the homes in the City Zone . . . and the addition of the morning newspaper enables you to tap the rich attractive smaller city and dairy farming area surrounding, totaling the ABC Trading area of 307,795 population.

THE UTICA OBSERVER DISPATCH — *EVENING AND SUNDAY*

Two of 21 Gannett Newspapers

UTICA DAILY PRESS — *MORNING*

Represented Nationally by J. P.McKINNEY & SON . . . New York • Chicago • San Francisco

REACH *more people in the richest* Trading Zone *in upstate* N.Y.

Syracuse buying power is 19% above national average . . . the trading center for 500,000 people of adjoining counties. This rich market is yours for increased sales when you beam your message over WNDR . . . whose programs may be heard in more homes in a larger area than any other Syracuse station. Write for availabilities.

Affiliated in management with WWSC in Glens Falls and WVOS in Liberty, N. Y.



WNDR SYRACUSE, N.Y.

NEW YORK — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Onondaga.....121	321.8	.2196	94.7	303,624	.2328	73,276	47,677	7,841	13,828	.....	447,946	.2372	1,392	4,730	B	5.2	.2323	106
▲Syracuse.....	225.0	.1536	66.6	264,760	.2028	62,491	46,779	6,854	13,518	D	352,325	.1865	1,566	5,290	.....	.....	.1822	119
Ontario.....	59.6	.0407	17.6	43,279	.0331	10,710	3,851	847	2,042	.....	84,484	.0447	1,418	4,800	B	23.8	.0404	99
Geneva.....	21.0	.0143	6.3	18,957	.0145	4,921	2,508	459	1,112	H	31,090	.0164	1,480	4,935	.....	.....	.0154	108
Canandaigua.....	8.8	.0060	2.5	12,247	.0094	2,675	1,085	171	500	H	15,546	.0083	1,767	6,218	.....	.....	.0082	137

▲ See end of state "Metropolitan County Areas."

© SM, 1949.

Before using these figures, see explanation page 19.

★ ★ ★ ★ *SURVEY THIS SELLING POWER!*

80,000 TOTAL NET PAID DAILY **105,000** TOTAL NET PAID SUNDAY

OVER THE PAST 10 YEARS THESE FIGURES REPRESENT

33% GAIN DAILY **59%** GAIN SUNDAY

You Can Cover Central and Northern New York Through This One Great Newspaper

THE POST-STANDARD Syracuse, New York

Kelly-Smith Company, Representatives

WFBL IN SYRACUSE !

offers YOU the BIGGEST SHARE OF AUDIENCE in a RICH MARKET !

SALES MANAGEMENT SURVEY OF BUYING POWER—May 10, 1949

Effective Buying Income 1948

	U.S.A.	SYRACUSE
PER CAPITA	$1,289	$1,566
PER FAMILY	$4,531	$5,290

QUALITY OF MARKET INDEX— 119

HOOPER SHARE OF AUDIENCE For Jan.-Feb., 1949

TIME	WFBL	Station B	Station C	Station D	Station E
WEEKDAY MORNINGS Mon. thru Fri. 8:00 A. M. to 12:00 Noon	42.8	22.8	22.0	8.7	2.8
WEEKDAY AFTERNOONS Mon. thru Fri. 12:00 Noon to 6:00 P. M.	36.0	20.1	21.2	13.1	9.4
EVENINGS Sun. thru Sat. 6:00 P. M. — 10:30 P. M.	29.5	27.6	20.3	12.7	7.7

WFBL BASIC CBS

IN SYRACUSE . . . THE NO. 1 STATION

ASK 

FREE & PETERS, INC.
Exclusive National Representatives

Newburgh's Sales Outpace Big City Markets

Per Capita Food Sales Higher Than in Any N. Y. State Market Over 50,000 Population

Newburgh's per capita food sales are 50% higher than the New York State per capita average, superior to all New York State markets above 50M population, including New York City.

Nor can one of these larger cities match Newburgh's total retail sales pace . . . a big 63% above average in proportion to population. Newburgh's 130 Quality of Market Index reflects plus spending in every sales classification, as the table shows . . . as well as high buying power, averaging $4,940 per family, $1,563 per capita.

The Newburgh-Beacon News, with full city zone coverage, delivers this solidly prosperous market.

PLUS SPENDING IN EVERY SALES GROUP

Newburgh's % of U. S., in every case higher than its % of population.

Population	.0229
Retail Sales	.0374
Food Sales	.0398
General Merchandise Sales	.0301
Drug Sales	.0234
Furniture-Household-Radio Sales	.0397

NEWBURGH-BEACON NEWS

One of 21 Gannett Newspapers

Represented Nationally by J. P. McKinney & Son

New York Chicago San Francico

NEW YORK — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Orange	139.5	.0952	42.4	134,838	.1032	35,323	11,925	3,178	5,377		209,272	.1108	1,500	4,938	A	11.9	.1054	111
Newburgh	33.5	.0229	10.6	48,811	.0374	12,474	5,179	870	2,741	G	52,361	.0277	1,563	4,940	.....	.....	.0297	130
Middletown	22.2	.0151	7.2	31,013	.0237	6,758	4,346	907	1,430	H	38,695	.0205	1,743	5,374	.....	.....	.0204	135
Port Jervis	11.2	.0077	3.6	11,865	.0091	3,948	941	314	637	H	14,974	.0079	1,337	4,159	.....	.....	.0082	106
Orleans	29.9	.0204	9.3	17,581	.0135	4,708	1,589	298	.....	.....	34,655	.0183	1,159	3,726	B	36.0	.0173	85
Oswego	75.2	.0514	22.0	50,411	.0387	12,461	3,482	1,099	2,263	.....	96,482	.0511	1,283	4,386	B	19.1	.0474	92
Oswego	23.0	.0157	6.7	20,013	.0153	5,533	1,364	542	1,144	H	32,131	.0170	1,397	4,796	.....	.....	.0162	103
Fulton	14.5	.0099	4.3	13,560	.0104	3,306	1,845	215	996	H	22,200	.0117	1,531	5,163	.....	.....	.0110	111
Otsego	50.5	.0344	15.9	40,803	.0311	9,015	3,640	847	1,476	.....	60,989	.0323	1,208	3,838	B	32.0	.0324	94
Oneonta	14.0	.0095	4.6	18,393	.0141	4,232	3,236	514	930	H	21,040	.0112	1,503	4,574	.....	.....	.0117	123
Putnam	16.5	.0113	4.9	18,073	.0138	4,829	648	413	*	.....	23,829	.0128	1,444	4,863	E	12.4	.0127	112
Queens.....62(a)	1,524.5	1.0406	435.3	1,205,754	.9238	434,454	71,718	29,688	70,239	.....	2,892,558	1.5313	1,897	6,645	E	0.2	1.2509	120
▲1New York City																		

1 The City of New York includes the counties: Bronx, Kings, New York, Queens and Richmond

▲ See end of state "Metropolitan County Areas."

*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

© SM, 1949.

adv.

For market data of major Metropolitan Areas, see page 133.

MEN WHO KNOW THE NEW YORK MARKET BEST

Prefer GROCER-GRAPHIC



New York Wholesaler

DAVE KIVIAT
Sales Manager,
Francis H. Leggett & Co. says

As sales manager for one of the largest wholesale grocery houses in the East, my sales force is in close touch with the retail grocery trade in the New York Metropolitan Area.

Most of my sales force and I are regular readers of GROCER-GRAPHIC and believe it is a strong sales promotion medium to sell the retail grocery trade—that's why it carries Francis Leggett advertising consistently.

National Canner

OLLIE SEEGELKEN
Assistant General Sales Director
California Packing Corporation

"In our sales and promotion activities in the New York metropolitan area we consider GROCER-GRAPHIC a valuable medium and it has an important place in our plans.

"Since it reaches the outstanding retailers in this market, this publication serves manufacturers as a very worthwhile contact in acquainting these distributors with postings, special campaigns or any other publicity which suppliers elect to announce."



GROCER-GRAPHIC's leadership can never be duplicated in New York's 2.9 billion dollar grocery market by any *national* grocery trade publication, whether newspaper or magazine.

CEA

GROCER-GRAPHIC

NBP

The Newspaper of the A BILL BROTHERS PUBLICATION New York Food Market

386 Fourth Ave., New York 16, N. Y.

MID WEST
333 N. Michigan Ave., Chicago 1, Ill.

PACIFIC COAST
15 E. De La Guerra St., Santa Barbara, Calif.

THERE'S A BIGGER FUTURE AHEAD In The TROY MARKET

★ 142 diversified industries growing to provide a richer market.

★ Many nationally known industries with home offices here have substantial expansions underway to take advantage of the steady, skilled, high-production workers available.

★ 122,000 people in the compact A. B. C. City Zone of 5 communities within a 3½ mile radius . . . the more than 200,000 persons residing in the trading zone receiving wages much higher than the national average.

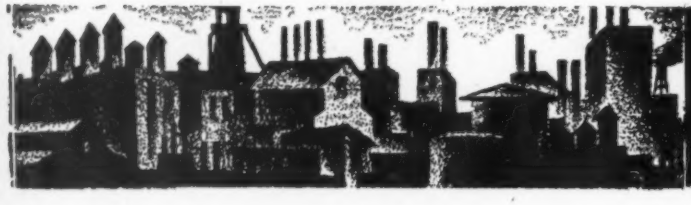
Troy 'S ONLY DAILIES GIVE YOU

99.8 home coverage in the Troy City Zone
2,000 Outlets
Retail Sales
$105,754,000*

* From Sales Management 1949 Survey of Buying Power

ONE MEDIUM AT ONE LOW COST OF 16c PER LINE

Total net paid A.B.C. circulation 43,500



THE RECORD NEWSPAPERS
• THE TROY RECORD • THE TIMES RECORD
TROY, N. Y.

NEW YORK— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Rensselaer.....2	121.9	.0833	37.0	99,979	.0765	27,004	10,058	2,228	6,530	.....	175,414	.0928	1,439	4,741	B	7.5	.0860	103
▲Troy.....	73.5	.0502	22.5	78,584	.0602	20,211	9,350	1,831	6,414	F	129,001	.0683	1,755	5,733	.....	.....	.0622	124
Richmond.....82(a)	192.3	.1312	51.7	137,913	.1056	50,255	6,255	3,574	5,183	.....	266,720	.1412	1,387	5,159	F	0.5	.1285	98
▲1New York City..	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Rockland.....82(a)	67.4	.0460	19.8	52,493	.0402	16,716	1,828	1,349	2,684	.....	86,652	.0459	1,286	4,376	E	3.6	.0442	96
Nyack.....	7.1	.0049	2.0	13,701	.0105	4,094	695	366	1,436	H	9,619	.0051	1,355	4,810	.....	.....	.0067	137
St. Lawrence.....	94.7	.0647	26.2	61,318	.0470	15,541	5,858	1,168	2,649	.....	110,480	.0585	1,167	4,217	A	27.6	.0563	87
Ogdensburg.....	16.7	.0114	4.8	14,102	.0108	3,346	2,330	343	566	H	27,619	.0146	1,654	5,754	.....	.....	.0128	112
Massena.....	14.0	.0095	3.5	12,263	.0094	3,103	1,310	161	940	H	19,113	.0102	1,365	5,461	.....	.....	.0098	103
Saratoga.....	73.6	.0502	22.3	46,071	.0353	13,628	3,026	1,237	1,784	.....	90,934	.0481	1,236	4,080	C	11.7	.0447	89
Saratoga Springs.	15.0	.0102	4.7	18,844	.0144	5,332	1,472	653	591	H	22,201	.0117	1,480	4,724	.....	.....	.0122	120

1 The City of New York includes the counties: Bronx, Kings, New York, Queens and Richmond
▲ See end of state "Metropolitan County Areas."

© SM, 1949.

Before using these figures, see explanation page 19.

The Biggest Year in its 26-Year History

WSYRACUSE

. . . in 1948 carried the greatest volume of advertising ever broadcast by a Syracuse station—

- **FIRST** *in Network*
- **FIRST** *in National Spot*
- **FIRST** *in Local*
- **FIRST** *in Total Advertising*
- **FIRST** *in Popularity with Syracuse and Central New York Listeners*
- **FIRST** *in Merchandising & Promotion*
- **FIRST** *in Coverage Area*

WSYRACUSE

570 kc—5000 watts

Headley-Reed, National Representatives

NBC AFFILIATE IN CENTRAL NEW YORK

• • • • LEADERSHIP IS EARNED • • • •

LEADERSHIP . . . *where it counts in SCHENECTADY . . .*

. . . IN THE CITY ZONE

The Schenectady market is essentially an urban market. The City Zone contains 78.3% of the entire population of the Retail Trading Zone.

The Union-Star's Leadership . . . demonstrated by the following authoritative records . . . assures you a full share of sales in the Schenectady market.

UNION-STAR LEADERSHIP

- **CIRCULATION (city zone) 14 yrs.**
- **DEPARTMENT STORE ADV. 4 yrs.** (by 332,145 lines in '48)
- **DRUG STORE . . . . . 10 yrs.** (by 168,354 lines in '48)
- **GENERAL ADVERTISING . 4 yrs.** (by 255,478 lines in '48)

The Union-Star is read by 7 out of every 10 families in this area, and has led in the City Zone circulation for 14 consecutive years.

SCHENECTADY UNION-STAR

SCHENECTADY'S ONLY Today's NEWS Today **EVENING NEWSPAPER**

Represented nationally by the Kelly-Smith Co.

NEW YORK — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Schenectady.....2	138.7	.0947	42.2	131,201	.1005	34,180	20,139	3,512	5,744	.....	205,553	.1068	1,482	4,871	E	2.2	.1034	109
▲Schenectady...	98.4	.0672	30.0	115,981	.0889	29,342	20,053	3,367	5,476	F	155,877	.0825	1,584	5,196	.....	.....	.0814	121
Schoharie.....	22.7	.0155	7.2	14,162	.0108	3,363	550	274	207	.....	28,028	.0149	1,235	3,893	B	46.9	.0138	89
Schuyler.....	13.0	.0089	4.0	7,673	.0059	2,139	227	102	162	.....	15,832	.0084	1,218	3,958	E	30.2	.0078	88
Seneca.....	24.7	.0168	7.6	12,433	.0095	3,285	744	231	273	.....	26,073	.0138	1,056	3,431	D	21.6	.0131	78
Steuben.....	90.6	.0619	27.4	59,524	.0456	15,158	5,517	1,625	2,219	.....	121,312	.0642	1,339	4,427	B	19.7	.0581	94
Corning.....	18.4	.0126	5.6	17,083	.0131	4,416	2,330	584	839	H	27,902	.0148	1,516	4,983	.....	.....	.0138	109
Hornell.....	17.3	.0118	5.3	19,168	.0147	4,263	2,428	582	880	H	25,839	.0137	1,494	4,875	.....	.....	.0136	115
Suffolk.....	204.0	.1392	62.0	179,229	.1373	48,270	10,987	4,269	5,404	.....	288,116	.1525	1,412	4,647	A	10.1	.1452	104
Patchogue.....	10.0	.0068	3.0	18,460	.0141	5,135	2,863	423	758	H	18,410	.0097	1,841	6,137	.....	.....	.0104	153
Babylon.....	5.8	.0040	1.6	9,320	.0071	3,055	211	194	227	.....	7,713	.0041	1,330	4,821	.....	.....	.0050	125
Sullivan.....	37.8	.0258	11.9	41,686	.0319	12,164	1,828	1,053	1,198	.....	58,484	.0310	1,547	4,915	B	23.8	.0302	117

▲ See end of state "Metropolitan County Areas."

© SM, 1949.

Before using these figures, see explanation page 19.

1948

Another Great Year for the **GAZETTE** *in Schenectady, N. Y.*

1,420,016 lines more than 2nd Paper in

TOTAL ADVERTISING

GAZETTE—12,350,879 Lines
2nd Paper—10,930,863 Lines
Authority: Media Records, Year 1948

TOTAL PAGES { GAZETTE 8536 / 2nd Paper 7892

NEWS { GAZETTE 8,567,216 Lines / 2nd Paper 7,989,012 Lines

REYNOLDS-FITZGERALD, INC.
National Representatives

SCHENECTADY **GAZETTE**

PROFIT in Television Sales!

You may not be able, during the next few years, to get in on the sale of Television sets . . . that is directly.
But you can sell more of your own product in the town where Television bulbs are made.

With Television bulb orders, our Corning Glass Works is increasing its employment to the tune already of 1064 new television bulb employees in the last three months. It means millions in payroll.

Add this future to a buying power that is as sound and certain as the need for electric lamp bulbs that Corning makes and you have a market that will do all right for you even to the time beyond the saturation point of television sets.

Our newspaper will do a complete, as well as exclusive, advertising job for you, and we welcome testing.

Briefed Story from S.R. & D.S.

ABC

LEADER

(Member N.A.E.A.)
(Member Bureau of Advertising, A.N.P.A.)

Published Evening except Sunday.
Established 1884. Per copy .05.
Rates effective February 1, 1948.
Agency commission 15%; cash discount 2%—10th of following month.

General Advertising
Advertising of alcoholic beverages accepted.
Open, per line ..... .08
1,400 lines, per line ..... .075
2,800 lines, per line ..... .07

DAILY COMIC STRIP ADVERTISING
(Three-quarter page of comics)

35 and 70 lines by 5, 6, 7 or 8 columns acceptable for daily comic page at regular black and white rate.

Personnel
Publication & Business Manager—W. A. & E. S. Underhill, Jr.
Advertising Manager—John R. F. Osborne.

Representatives
Julius Mathews Special Agency.

CIRCULATION—Net Paid—A.B.C. 9-30-48

	Max-Min	Total	CZ	TrZ	C&TrZ	Other
Evening	6.77-5.93	11610	6918	4434	11252	358

(Reprinted from February, 1949, issue of Standard Rate & Data Service)

CORNING LEADER, CORNING, NEW YORK

Represented by Julius Mathews Special Agency, Inc.

The station with MORE LISTENERS
In the market where listeners have MORE DOLLARS

DISTRIBUTION OF LISTENING IN THE GLENS FALLS AREA	MORNING	AFTERNOON	EVENING	ENTIRE SURVEY
WWSC 250 Watts	37.2%	43.1%	28.2%	35.6%
WGY 50,000 Watts	28.3%	31.8%	35.5%	32.5%
WGLN 100 Watts	30.2%	19.6%	27.5%	25.3%
All Others AM - FM - TV	4.3%	5.5%	8.8%	6.6%

Based on Conlan's Latest Comprehensive Study



GLENS FALLS, N. Y.

Serving and Selling

Warren, Washington and Saratoga Counties

Represented by DONALD COOKE, INC.

NEW YORK — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (In thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S.A. Potential	Quality of Market Index
Tioga	29.6	.0204	9.3	18,073	.0138	4,370	953	298	379		34,661	.0183	1,163	3,727	B	25.3	.0174	85
Tompkins	45.3	.0309	14.2	44,581	.0341	10,801	5,016	1,033	1,433		68,222	.0361	1,506	4,804	B	14.1	.0348	112
Ithaca	21.2	.0144	6.9	36,422	.0279	8,528	4,869	918	1,186	H	36,432	.0193	1,718	5,280			.0209	145
Ulster	86.7	.0592	27.3	73,094	.0560	20,966	7,171	1,629	2,222		124,617	.0660	1,437	4,565	B	16.2	.0618	104
Kingston	30.5	.0209	9.6	41,006	.0314	10,733	5,834	915	1,391	G	52,369	.0277	1,717	5,455			.0275	132
Warren	39.0	.0266	12.2	48,101	.0369	11,223	6,515	1,216	2,939		52,978	.0280	1,358	4,432	F	8.0	.0304	114
Glens Falls	19.8	.0135	6.0	38,867	.0297	8,405	6,120	901	2,831	H	29,166	.0155	1,473	4,861			.0194	144
Washington	44.1	.0301	12.9	24,393	.0187	7,546	970	733	586		49,861	.0264	1,131	3,865	B	25.5	.0248	82
Wayne	55.9	.0381	18.1	37,417	.0288	7,764	3,156	618	6,208		73,648	.0390	1,317	4,069	A	36.4	.0358	94
Newark	8.7	.0059	2.8	15,415	.0118	2,124	2,038	137	5,530	H	15,909	.0084	1,829	5,682			.0089	151
Westchester 82(a)	603.8	.4122	167.3	674,104	.5163	212,835	48,510	18,165	26,880		1,075,368	.5693	1,781	6,428	D	1.5	.5220	127
Yonkers	147.0	.1004	41.1	139,540	.1069	51,751	9,094	3,371	6,378	F	235,173	.1245	1,600	5,722			.1144	114
Mt. Vernon	72.5	.0495	20.4	93,027	.0712	28,385	6,147	2,216	4,783	F	131,225	.0695	1,810	6,433			.0660	133
New Rochelle	61.3	.0418	15.9	84,263	.0646	20,616	10,302	1,855	3,650	G	115,780	.0612	1,889	7,282			.0583	139
White Plains	45.8	.0313	12.8	97,744	.0748	25,877	12,161	2,379	4,856	H	89,004	.0472	1,943	6,953			.0523	167
Port Chester	25.2	.0172	6.5	33,032	.0253	10,462	2,664	968	1,884	H	36,927	.0195	1,465	5,681			.0208	121
Peekskill	18.6	.0127	5.6	25,616	.0197	7,152	2,244	483	1,259	H	27,101	.0144	1,457	4,839			.0157	124
Ossining	14.2	.0097	4.0	16,179	.0123	5,190	1,206	498	727	H	23,789	.0126	1,675	5,947			.0119	123
Scarsdale	15.1	.0103	3.9	10,380	.0080	4,260	570	389	*		38,550	.0204	2,553	9,885			.0147	143
Mamaroneck	14.0	.0095	3.7	13,213	.0101	4,190	671	389	336	H	25,654	.0135	1,832	6,934			.0117	123
Rye	11.4	.0078	3.0	11,527	.0088	3,577	267	269	358	*	25,140	.0133	2,205	8,380			.0109	140
Bronxville	8.5	.0058	2.2	13,617	.0105	5,400	453	899	317		21,833	.0116	2,569	9,924			.0101	174
Tarrytown	8.0	.0055	2.3	10,179	.0078	3,524	854	389	647	H	14,592	.0077	1,824	6,344			.0073	133
Larchmont	7.3	.0049	2.0	11,595	.0089	5,208	218	430	32		17,484	.0093	2,395	8,742			.0083	169
Mt. Kisco	7.1	.0049	1.9	12,016	.0092	3,506	351	161	654	H	11,522	.0061	1,623	6,064			.0068	139
Wyoming	31.2	.0213	9.5	19,294	.0148	4,630	891	366	313		38,989	.0206	1,250	4,104	B	32.3	.0190	89

*Withheld to avoid disclosure.

© SM, 1949.

Before using these figures, see explanation page 19.

LINAGE COMPARISONS
U. S. MAJOR MARKETS
as measured by
MEDIA RECORDS, Inc.
Entire Year 1948
(Full-Run Display Linage of all daily and Sunday papers combined in each market)

Combine the Leading U.S. Markets to

MEASURE THE MAGNITUDE OF WESTCHESTER



RETAIL GROCERS
(Full-run display)
The 5 Leaders and their linage

1. WESTCHESTER	6,573,442
2. Houston	4,173,064
3. Washington	3,303,670
4. Miami	3,052,854
5. Chicago	2,876,421



HOTELS and RESTAURANTS
Local (Full-run display)
The 5 Leaders and their linage

1. Miami	2,415,571
2. N. Y. City-Bklyn	2,120,418
3. WESTCHESTER	1,065,730
4. Washington	1,033,818
5. San Francisco	875,990



AUTOMOTIVE
(Full-run display)
The 5 Leaders and their linage

1. WESTCHESTER	3,558,369
2. N. Y. City-Bklyn	3,412,298
3. Washington	3,329,449
4. Boston	2,907,251
5. Detroit	2,821,001



RETAIL RADIO STORES
(Full-Run less Dept. Store Linage)
The 5 Leaders and their linage

1. Washington	978,423
2. WESTCHESTER	880,975
3. Chicago	564,746
4. N. Y. City-Bklyn	470,307
5. Miami	352,858



FINANCIAL
(Full-run display)
The 5 Leaders and their linage

1. N. Y. City-Bklyn	3,042,919
2. WESTCHESTER	1,532,513
3. Washington	1,270,660
4. Boston	1,092,044
5. Chicago	1,046,270

Retail Grocers . . . *Westchester 1st in the U. S.*



Local Restaurants . . *Westchester 3rd in the U. S.*



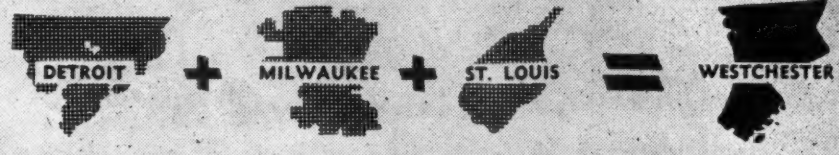
Automotive . . . . . *Westchester 1st in the U. S.*



Radio-Television . . *Westchester 2nd in the U. S.*



Financial . . . . . *Westchester 2nd in the U. S.*



*Measure the great purchasing potential of WESTCHESTER with these important BUYING POWER indicators. Here is concrete proof that WESTCHESTER,—a self-contained residential market of 620,000 people, with little or no transient trade;—ranks tops with the leaders in business activity. WESTCHESTER has lots to spend, and spends it with WESTCHESTER'S retailers who advertise almost exclusively in WESTCHESTER GROUP newspapers.

It all adds up to=

Westchester Group

WESTCHESTER COUNTY PUBLISHERS, Inc.

Yonkers, HERALD STATESMAN
Mount Vernon, DAILY ARGUS
New Rochelle, STANDARD-STAR
Ossining, CITIZEN REGISTER
Mamaroneck, DAILY TIMES

Tarrytown, DAILY NEWS,
Port Chester, DAILY ITEM
Peekskill, STAR (Affiliated)
White Plains, REPORTER DISPATCH

YONKERS 11, N. Y.

EXCLUSIVELY FOR THE FAMILIES OF THE WESTCHESTER MARKET

National Representatives KELLY-SMITH COMPANY New York • Chicago • Philadelphia • Boston • Syracuse • Detroit • Atlanta • San Francisco • Los Angeles



NEW YORK — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Yates	17.0	.0118	5.6	10,131	.0078	2,688	970	161	566		21,136	.0112	1,243	3,774	D	34.0	.0103	89
Total Above Cities	11,795.5	8.0617	3,422.7	12,126,487	9.2882	3,171,060	1,813,160	288,968	700,737		20,241,697	10.715	1,716	5,914			9.7469	121
State Total	14,464.4	9.8737	4,205.7	13,695,420	10.490	3,588,260	1,872,690	318,764	743,120		23,603,663	12.495	1,632	5,612		4.2	11.3693	115

NEW YORK — Metropolitan County Areas

Albany-Troy-Schenectady....2	497.0	.3393	150.8	515,216	.3945	121,076	111,959	11,031	28,036		771,500	.4083	1,552	5,116			.3902	115
Binghamton.....13	179.9	.1228	51.4	160,543	.1229	38,687	24,729	4,019	9,608		251,680	.1332	1,399	4,898			.1280	104
Buffalo-Niagara Falls..17	1,070.2	.7306	296.5	933,948	.7154	237,605	170,795	23,375	44,024		1,530,694	.8103	1,430	5,163			.7669	105
New York.....82(a)	9,188.5	6.2723	2,650.0	9,114,577	6.9813	2,445,034	1,230,893	211,100	530,806		16,198,298	8.5750	1,763	6,113			7.6364	122

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Before using these figures, see explanation page 19.

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adv.

For market data of major Metropolitan Areas, see page 133.

Your selling schedule in New York is incomplete unless it includes

The New York Times

biggest salesman in the world's biggest market

For 30 consecutive years, The New York Times has led all New York newspapers in advertising volume. And for the best reason you can think of . . . it delivers sales-with-profit. If your selling schedule calls for New York, your advertising schedule should call for The New York Times.

New York: 229 West 43rd Street
Boston: 140 Federal Street
Chicago: 333 North Michigan Avenue
Detroit: General Motors Building
Los Angeles: Sawyer-Ferguson-Walker Co., 645 South Flower St.
San Francisco: Sawyer-Ferguson-Walker Co., Russ Bldg.

Circulation Over 500,000 Weekdays, Over 1,000,000 Sundays

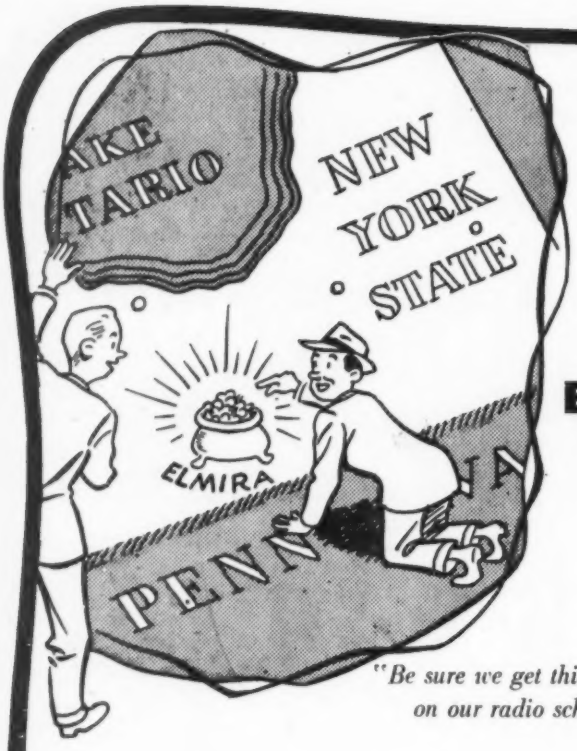

The New York Times.

LATE CITY EDITION

U. S., 2 Others Bid U. N. Act To Halt Indonesian Fighting

'Spy Case Jury Hears Sayre, Then Recesses Until Jan. 3

Meat Shortage Seen Ended By Spring, With Prices Down



"Be sure we get this one on our radio schedule."

ELMIRA, N. Y. with its inclusion in SM's 1948 Metropolitan County Area study, this progressive Southern New York manufacturing center offers further proof that it must be considered a prime objective in selling campaigns in New York State.

ONE RADIO STATION BLANKETS THE RICH ELMIRA METROPOLITAN AREA

WENY	STATION 'B'	OTHERS
66.6	29.9	3.5

Latest Available Hooper Combined Average Share of Audience Figures

OWNED & OPERATED BY ELMIRA STAR-GAZETTE, INC.
REPRESENTATIVES: Everett-McKinney, Inc.; New York, Chicago
Homer Griffith Co.; Los Angeles, San Francisco

WENY AM FM
MEMBER GANNETT RADIO GROUP
NBC in Elmira, N. Y.

NEW YORK — Metropolitan County Areas (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

AREAS	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Rochester.....98	465.4	.3177	137.0	463,754	.3553	111,683	79,882	12,136	24,250	.....	732,420	.3877	1,574	5,346	.....	.....	.3840	115
Syracuse.....121	321.8	.2196	94.7	303,624	.2326	73,276	47,677	7,841	13,828	.....	447,946	.2372	1,392	4,730	.....	.....	.2323	106
Utica-Rome.....129	282.2	.1926	83.0	216,962	.1661	56,252	25,983	4,176	11,372	.....	374,976	.1985	1,329	4,518	.....	.....	.1877	97
NEW YORK — New Metropolitan County Area																		
Elmira.....148	83.4	.0569	25.3	83,273	.0638	19,354	11,020	2,070	5,592	.....	131,105	.0695	1,572	5,182	.....	.....	.0653	115
NEW YORK — Multiple Cities																		
Dunkirk—Fredonia	26.2	.0179	7.5	17,566	.0135	8,457	3,414	702	1,713	.....	41,694	.0221	1,591	5,559	.....	.....	.0187	104
Gloversville—Johnstown.....	36.5	.0249	12.2	34,984	.0268	10,502	*	823	1,599	.....	46,692	.0247	1,279	3,827	.....	.....	.0254	102
Herkimer—Ilion..	23.1	.0158	6.5	19,658	.0151	4,785	3,746	346	806	.....	27,447	.0145	1,188	4,223	.....	.....	.0149	94
N. Tonawanda—Tonawanda.....	40.0	.0273	10.7	32,079	.0245	10,238	1,723	558	912	.....	28,600	.0257	715	2,673	.....	.....	.0257	94

© SM, 1949.

*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

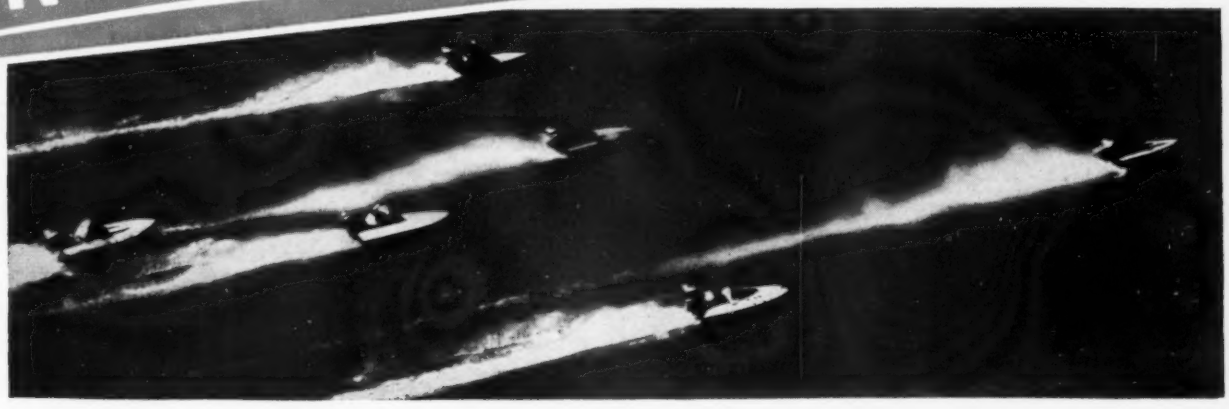
An index to advertisers starts on page 605.



FIRST BY LENGTHS!



IN ROCHESTER!



WHEC is Rochester's most-listened-to station and has been ever since Rochester has been "Hooperated!"

Furthermore, Station WHEC is one of the select Hooper "Top Twenty" stations in the whole United States!

Latest Hooper before closing time.

BUY WHERE THEY'RE LISTENING:—

CBS

WHEC

of Rochester

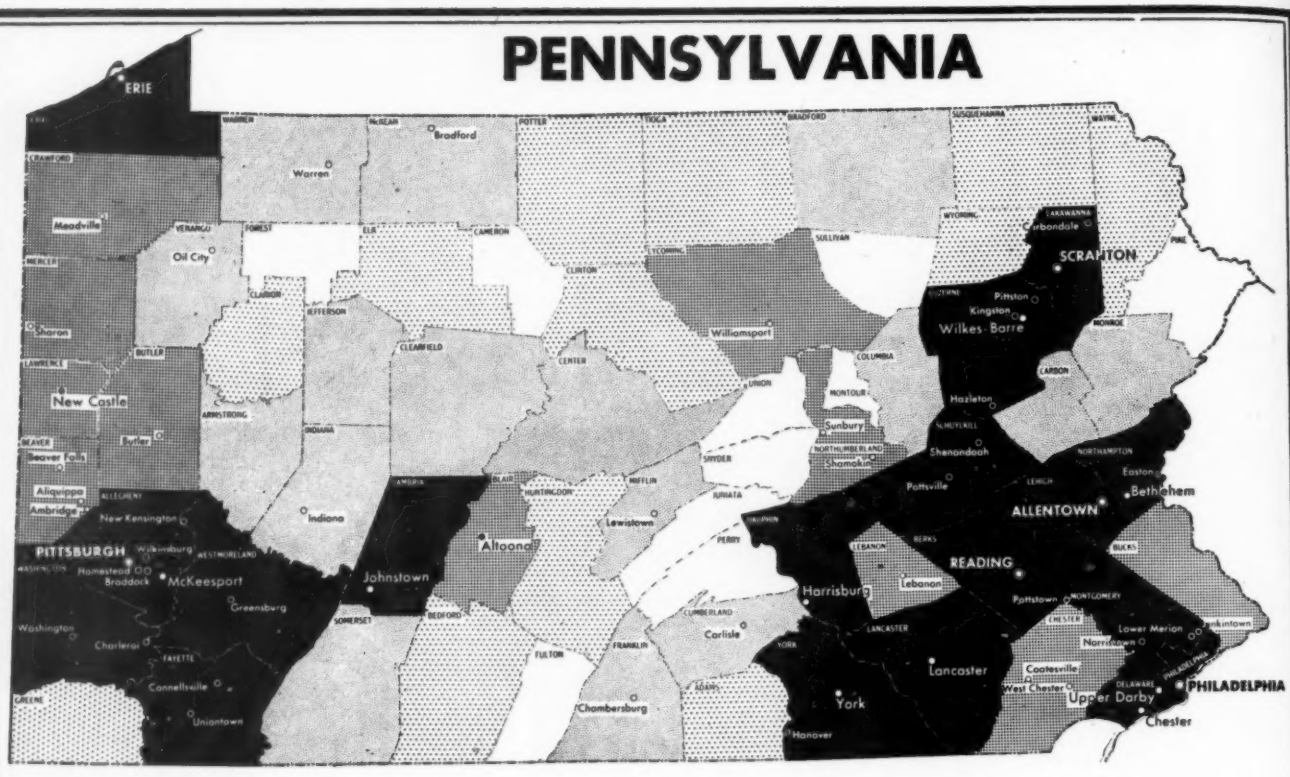
MEMBER GANNETT RADIO GROUP

N. Y.

5,000 WATTS

Representatives: EVERETT & McKINNEY, *New York, Chicago,* HOMER GRIFFITH CO., *Los Angeles, San Francisco*

PENNSYLVANIA



1946 Retail Sales in Excess of $100 Million

1946 Retail Sales $50.0 Million to $99.9 Million

1946 Retail Sales $25.0 Million to $49.9 Million

1946 Retail Sales $10.0 Million to $24.9 Million

Cities shown are those having retail sales of $15.0 million or more in 1946

Copyright by Sales MANAGEMENT

PENNSYLVANIA

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

City	County
Aliquippa	Beaver
Allentown	Lehigh
Altoona	Blair
Ambridge	Beaver
Beaver Falls	Beaver
Berwick	Columbia
Bethlehem	Northampton
Bloomsburg	Columbia
Braddock	Allegheny
Bradford	McKean
Butler	Butler
Canonsburg	Washington
Carbondale	Lackawanna
Carlisle	Cumberland
Carnegie	Allegheny
Chambersburg	Franklin
Charleroi	Washington
Cheltenham	Montgomery
Chester	Delaware
Clairton	Allegheny
Clearfield	Clearfield
Coatesville	Chester
Connellsville	Fayette
Darby	Delaware
Donora	Washington
Dormont	Allegheny
Doylestown	Bucks
Du Bois	Clearfield
Duquesne	Allegheny
Easton	Northampton
Ellwood City	Lawrence
Erie	Erie
Franklin	Venango
Greensburg	Westmoreland
Greenville	Mercer
Hanover	York
Harrisburg	Dauphin
Hazleton	Luzerne
Homestead	Allegheny
Huntingdon	Huntingdon
Indiana	Indiana
Jeannette	Westmoreland
Jenkintown	Montgomery
Johnstown	Cambria
Kingston	Luzerne
Kittanning	Armstrong
Lancaster	Lancaster
Lansdale	Montgomery
Lansdowne	Delaware
Latrobe	Westmoreland
Lebanon	Lebanon
Lewistown	Mifflin
Lock Haven	Clinton
Lower Merion	Montgomery
McKeesport	Allegheny
McKees Rocks	Allegheny
Mahanoy City	Schuylkill
Meadville	Crawford
Monessen	Westmoreland
Mount Carmel	Northumberland
Nanticoke	Luzerne
New Castle	Lawrence
New Kensington	Westmoreland
Norristown	Montgomery
Oil City	Venango
Philadelphia	Philadelphia
Phoenixville	Chester
Pittsburgh	Allegheny
Pittston	Luzerne
Pottstown	Montgomery
Pottsville	Schuylkill
Punxsutawney	Jefferson
Reading	Berks
Scranton	Lackawanna
Shamokin	Northumberland
Sharon	Mercer
Shenandoah	Schuylkill
Somerset	Somerset
State College	Centre
Stroudsburg	Monroe
Sunbury	Northumberland
Tamaqua	Schuylkill
Tarentum	Allegheny
Titusville	Crawford
Turtle Creek	Allegheny
Uniontown	Fayette
Upper Darby	Delaware
Vandergrift	Westmoreland
Warren	Warren
Washington	Washington
Waynesboro	Franklin
West Chester	Chester
Wilkes-Barre	Luzerne
Wilkinsburg	Allegheny
Williamsport	Lycoming
York	York

GENTLEMEN . . .

it's mighty like trying to paint a mural on a postage stamp!

Seriously, we're not being facetious. To tell the entire amazing *sales* story of our food-quiz program, KITCHEN KAPERS, starring the nationally-known Tiny Ruffner, on this page of white space is utterly fantastic!

Why, the story of *mail* alone is a whopper . . . nearly 1000 pieces a week!

And the *sponsor* list! Pardon our pointing—but look over there to the right. You've looked? All right, now look again and note the "stars".

Those stars denote *renewals.* Good, sound, firm renewals.

Live audiences? Well, there was that time last month when all Philadelphia had nary a trolley or bus or taxi . . . but 453 people arrived at KITCHEN KAPERS. Oh, yes . . . it was raining, too! But you see, they had their tickets!

And to those live audiences *all* the products are *displayed* by merchandiser Bob McKenna, lately of the Great Atlantic and Pacific. Bob is the busy "man in the field" whose waking hours are filled with arranging *point-of-sale displays* for KITCHEN KAPERS advertisers . . . and inclusions of *program mentions* in 87 newspapers in 77 cities within WIP's throaty voice.

Power?

And power-selling is what's needed in the food field.

And power-selling is what's in KITCHEN KAPERS' five half-hours a week . . . at the high-listening hour of 10:45 A.M.

The postage stamp is completely covered, but there's lots more to tell. Won't you let our sales rep "tell all"?

★**J. W. BEARDSLEY**
(Codfish Cakes & Shredded Codfish)

★**THE BEST FOODS, INC.**
(Presto, 2-in-1 Shoe Polish, Hellmann's Mayonnaise)

★**THE BORDEN CHEESE CO.**
(cheese)

H. C. BRILL CO.
(Brill's Spaghetti Sauce)

CALIFORNIA LIMA BEAN GROWERS ASS'N

★**CARR-CONSOLIDATED BISCUIT CO.**

★**DOYLE PACKING CO.**
(Strongheart Dog Food)

★**DURKEE-MOWER, INC.**
(Marshmallow Fluff)

★**I. J. GRASS NOODLE CO.**
(Soup)

HOYT BROS.
(Dumpling Mix)

★**ILLINOIS PACKING CO.**
(Joan of Arc Kidney Beans)

★**MODERN FOOD SALES**
(X-Pert Cake mixes, Instant Icing)

PLANTATION CHOCOLATE CO.
(Candy)

★**SIMONIZ COMPANY**
(Simoniz)

J. STROMEYER CO.
(Syrup)

WM. UNDERWOOD CO.
(Canned Foods)

★**WISE POTATO CHIP CO.**

Edward Petry & Co. represents us nationally.

WIP

PHILADELPHIA

35 S. 9th Street, Phone WAlnut 2-6800

MORE LISTENERS- MORE SALES over WCAE!



For the third consecutive year, WCAE has been selected by Advertising Agency Account Executives as one of 3 ABC stations in cities of over half a million for OUTSTANDING AUDIENCE PROMOTION . . .

IN PITTSBURGH,* WCAE *IS THE STATION THAT SELLS

5000 WATTS WCAE—PITTSBURGH, PENNSYLVANIA 1250 KILOCYCLES
WCAE—FM—96.1 MC
AMERICAN BROADCASTING COMPANY
NATIONAL REPRESENTATIVES—THE KATZ AGENCY

WCAE • WCAE • WCAE • WCAE • WCAE • WCAE • WCAE • WCAE • WCAE • WCAE • WCAE • WCAE

PENNSYLVANIA— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Adams	45.8	.0312	12.8	20,370	.0156	5,076	974	434	785		30,779	.0163	672	2,405	B	27.9	.0191	61
Allegheny 89	1,519.0	1.0370	411.7	1,488,537	1.1248	406,132	309,673	42,175	84,374		2,476,478	1.3110	1,630	6,015	B	0.8	1.2002	116
▲Pittsburgh	725.4	.4951	202.4	895,807	.6861	218,796	240,616	25,598	57,547	A	1,305,409	.6911	1,800	6,450			.6504	131
McKeesport	62.7	.0428	16.9	80,769	.0619	24,742	9,072	1,947	7,852	G	97,781	.0517	1,560	5,786			.0530	124
Wilkinsburg	35.2	.0240	10.8	30,839	.0236	9,392	1,709	1,316	1,397	H	79,021	.0418	2,245	7,317			.0328	137
Duquesne	21.3	.0146	5.2	12,909	.0099	5,023	669	303	644	H	31,567	.0168	1,482	6,071			.0143	98
Braddock	21.0	.0143	5.4	32,307	.0248	7,805	3,290	700	5,575	H	31,565	.0167	1,503	5,845			.0187	131
McKees Rocks	19.4	.0133	5.1	17,623	.0135	5,319	655	525	517	H	25,996	.0137	1,340	5,097			.0136	102
Clairton	20.7	.0141	5.1	12,776	.0097	4,518	457	337	833		30,273	.0161	1,462	5,936			.0138	98
Dormont	13.8	.0094	4.2	15,038	.0116	3,660	*	617	411	H	32,030	.0169	2,321	7,626			.0138	147
Carnegie	13.2	.0090	3.4	16,154	.0123	5,156	996	326	1,371	H	23,714	.0126	1,797	6,975			.0118	131
●Homestead	15.4	.0105	4.0	29,371	.0225	8,562	1,752	874	3,291	H	24,438	.0129	1,587	6,110			.0153	146
Tarentum	10.4	.0071	3.1	14,993	.0115	4,415	1,211	408	1,826	H	15,527	.0082	1,493	5,009			.0090	127
Turtle Creek	12.1	.0083	3.2	11,749	.0090	3,956	527	221	855	H	21,199	.0112	1,752	6,625			.0100	120
Armstrong	83.7	.0571	21.5	45,462	.0348	14,172	3,402	1,208	1,825		67,970	.0360	812	3,161	D	11.1	.0399	70
Kittanning	8.9	.0061	2.6	15,866	.0122	3,289	2,718	563	1,021	H	9,924	.0053	1,115	3,817			.0075	123
Beaver 89	176.9	.1208	45.3	123,120	.0943	42,001	15,947	2,940	6,189		215,818	.1142	1,220	4,764	D	3.3	.1096	91
Aliquippa	31.1	.0212	7.4	24,131	.0185	7,476	7,318	527	806	H	38,035	.0201	1,223	5,140			.0198	93
Ambridge	24.9	.0170	6.4	22,777	.0174	7,971	1,892	725	1,414	H	31,698	.0168	1,273	4,953			.0170	100
●Beaver Falls	21.3	.0145	5.9	30,781	.0236	7,619	4,847	686		H	27,392	.0145	1,286	4,643			.0172	119
1Ellwood City (See Lawrence Co.)																		
Bedford	40.2	.0274	10.8	21,324	.0164	4,541	1,453	305	493		26,931	.0143	670	2,494	B	27.2	.0176	64
Berks 95	250.4	.1710	72.0	223,472	.1712	60,862	23,412	4,558	16,822		355,818	.1883	1,421	4,942	A	7.2	.1797	105
▲Reading	116.6	.0796	34.5	151,290	.1159	40,454	21,820	3,685	13,686	E	172,451	.0913	1,479	4,999			.0963	121

▲ See end of state "Metropolitan County Areas."
1 Ellwood City is in Beaver and Lawrence Counties.

● See end of state "Multiple Cities."
*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.
© SM, 1949.

THE SELLING POWER OF The Pittsburgh Press IS GREATEST WHERE CONCENTRATION OF YOUR MARKET IS GREATEST



The closer you come to the *heart* of the rich Pittsburgh market, the more concentrated your market potentials become.

As the market becomes more concentrated, The Press margin of leadership in circulation and influence grows greater and greater.

ABC Retail Trade Zone

Sales Man'g'nt Metropolitan County Area

Allegheny County

	8-COUNTY ABC AREA In 8 counties, all or part of which are in Pittsburgh ABC Retail Trade Zone, *Survey of Buying Power* reports these 1948 totals . . .	**5-COUNTY SM AREA** *Sales Management's* Metropolitan County Area accounted for much *more* than ⅝ of the 8-county totals.	**ALLEGHENY COUNTY** This one county *alone* accounted for roughly ⅜ of the 8-county totals.
Retail Sales	$2,238,496,000	$2,077,976,000	$1,468,537,000
Food Sales	631,040,000	587,643,000	406,132,000
General Mdse. Sales	397,845,000	380,936,000	309,673,000
Drug Sales	59,528,000	55,881,000	42,175,000
Furn.-Hous.-Radio	128,485,000	122,091,000	84,374,000
Net Eff. Buying Income	3,732,117,000	3,495,680,000	2,476,478,000
	In Pittsburgh City and Trade Zone circulation **THE PRESS is No. 1 by 20,000***	In circulation in these five counties **THE PRESS is No. 1 by 30,000****	In Allegheny County circulation **THE PRESS is No. 1 by 40,000****
THE PRESS	244,437	238,084	203,478
Post-Gazette	224,198	208,228	160,354
Sun-Telegraph	186,488	178,692	135,330

*ABC 9-30-48 **1948 ABC Audit Reports

Ask your Press Representative for facts and figures that show the selling power of The Press in *your* Pittsburgh market. Every Scripps-Howard Representative is a Press Representative.

REPRESENTED BY the General Advertising Department, Scripps-Howard Newspapers, 230 Park Avenue, New York City. Offices in Chicago, Cincinnati, Detroit, Fort Worth, Philadelphia, San Francisco.



The Pittsburgh Press

NO. 1 IN PITTSBURGH—IN CITY CIRCULATION—IN CLASSIFIED ADVERTISING
IN RETAIL ADVERTISING—IN GENERAL ADVERTISING—IN TOTAL ADVERTISING

MORE THAN 12 Million Lines

OF PAID ADVERTISING IN 1948

Media Records show a number of great metropolitan dailies . . . in cities over 500 thousand and a million population . . . that fall far short of that volume. In check-up of this amazing record, the

Altoona Mirror.

proves two things of tremendous importance to advertisers.

1. **That Altoona is a responsive sales-rich market.**
2. **That the slogan of the Mirror's advertising department, "Nothing Counts but Results", is a promise backed by performance.**

Sales in the Altoona-Blair County market—increased 21% in 1948 . . . in contrast to a 13% Pennsylvania gain, 11% national gain. That sort of plus assures big profits from advertising schedules . . . provided coverage is right. The Altoona Mirror offers more than 93% coverage of the City Zone, better than 75% of the homes in the entire ABC market.

The Mirror Is Ready to Match Your Advertising Investment with High Sales Returns

Get your full share of the Altoona market now . . . you'll continue to cultivate this growing area centering on Altoona. Call, wire or write to Richard E. Beeler, Advertising Manager.

A Sales MANAGEMENT Preferred List HIGH-SPOT CITY

ALTOONA

REGULARLY A PREFERRED CITY

. . among Sales Management's High Spot Cities

ALTOONA'S ONLY EVENING NEWSPAPER

PENNSYLVANIA— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Blair.....4	152.9	.1043	42.6	121,821	.0933	39,126	19,323	2,763	9,832	.....	172,777	.0915	1,130	4,056	D	4.0	.0946	91
▲Altoona.....	84.5	.0577	24.3	90,879	.0696	27,612	17,220	2,075	8,353	F	106,724	.0565	1,263	4,392	.....	.....	.0607	105
Bradford.....	52.4	.0358	15.5	34,671	.0265	8,888	1,992	810	1,399	.....	50,017	.0265	955	3,227	B	31.3	.0284	79
Bucks.....87	125.3	.0855	35.0	71,758	.0550	21,942	2,776	1,372	2,510	.....	120,550	.0638	962	3,444	A	15.3	.0655	77
Doylestown.....	5.6	.0038	1.6	11,337	.0086	2,798	1,512	246	49	.....	9,885	.0052	1,765	5,492	.....	.....	.0059	155
Butler.....	93.1	.0636	25.1	68,723	.0526	17,970	8,521	1,431	3,003	.....	103,062	.0546	1,107	4,106	B	16.7	.0558	88
Butler.....	26.6	.0182	7.4	45,564	.0349	10,369	8,058	1,041	2,618	H	41,203	.0218	1,549	5,568	.....	.....	.0250	137
Cambria.....59	235.2	.1605	57.1	171,766	.1316	41,736	35,665	3,086	10,072	.....	251,899	.1333	1,071	4,412	D	2.6	.1382	88
▲Johnstown.....	70.2	.0479	17.9	104,606	.0802	20,924	31,990	2,176	6,760	F	108,599	.0575	1,547	6,067	.....	.....	.0624	130
Cameron.....	7.5	.0051	2.3	5,435	.0041	1,832	*	*	292	.....	6,429	.0034	857	2,795	G	1.7	.0040	78
Carbon.....	65.4	.0447	16.9	32,351	.0248	12,266	3,489	633	1,648	.....	51,298	.0272	784	3,035	E	3.5	.0300	67

▲ See end of state "Metropolitan County Areas." *Withheld to avoid disclosure. Before using these figures, see explanation page 19.

© SM, 1949.

The JOHNSTOWN MARKET*

Western Pennsylvania's 2ND Metropolitan District

To do a complete job in Pennsylvania the Thriving and Responsive Johnstown Market is a "must" on every schedule.



* *Market Data Forms*
Readership Studies
Circulation Maps
Available on Request

The Johnstown Tribune — EVENING

THE JOHNSTOWN DEMOCRAT — MORNING

Published Daily Except Sundays

New York Representative **ROBERT C. SLADE, 512 Fifth Ave.**

PENNSYLVANIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
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	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Centre	53.6	.0366	14.9	40,423	.0310	11,283	2,645	1,067	1,736	.....	48,733	.0258	909	3,271	B	15.6	.0295	81
●State College	8.0	.0055	2.6	12,087	.0092	3,127	*	458	500	.....	10,284	.0055	1,286	3,955	.....	.....	.0066	120
Chester	148.4	.1013	40.2	112,692	.0863	29,698	5,408	3,166	5,919	.....	151,329	.0801	1,020	3,764	A	17.4	.0862	85
Coatesville	18.4	.0125	5.1	21,073	.0162	5,433	1,338	691	1,430	H	18,933	.0100	1,029	3,712	.....	.....	.0124	99
Phoenixville	15.0	.0103	3.8	10,931	.0083	3,469	786	446	958	H	14,829	.0079	989	3,902	.....	.....	.0085	83
West Chester	15.0	.0102	4.4	26,708	.0205	6,864	2,399	726	2,285	H	17,554	.0092	1,170	3,990	.....	.....	.0128	125

● See end of state "Multiple Cities." *Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

© SM, 1949.

Check JOHNSTOWN and WCRO

↘ *for* **SIZE:**

As Western Pennsylvania's second market, the Johnstown Metropolitan County Area shows: *Population*—235,200; *Total Retail Sales*—$171,766,000; *Effective Buying Income*—$251,899,000.

↘ *for* **Quality:**

Buying Income per family in the City of Johnstown averaged $6,067 in 1948—$1,069 above the State average and $1,536 above the average for the nation as a whole. Johnstown's *Quality of Market Index is 130*—which means a % of U. S. Sales Potential 30% greater than indicated by its population!

CHECK WCRO'S PLUS COVERAGE IN THE GREATER JOHNSTOWN AREA.

WCRO—A. B. C., 1230 KC—Johnstown, Pa.

National Representatives: Adam J. Young, Jr., Inc.

THERE HAVE BEEN BIG CHANGES IN HARRISBURG PENNA.

First, the per capita retail sales (according to Sales Management) is now $1616, the highest in Pennsylvania's eleven biggest markets.

Second, your advertising impact on this rich, responsive market is much greater because our net paid daily circulaiton is in excess of

110,000

Largest Daily Circulation in Pennsylvania Outside of Philadelphia and Pittsburgh

KELLY-SMITH CO., National Representatives



The Patriot and The Evening News

PENNSYLVANIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Clarion	40.3	.0275	10.9	23,295	.0178	6,982	1,614	364	937	.....	33,344	.0176	827	3,059	D	21.9	.0196	71
Clearfield	88.1	.0601	23.2	51,483	.0395	17,268	6,265	962	1,482	.....	74,382	.0394	844	3,205	E	6.8	.0436	73
Du Bois	13.9	.0095	4.0	16,783	.0129	5,656	3,372	353	944	H	12,570	.0067	904	3,143	.....	.....	.0091	96
Clearfield	13.4	.0091	3.8	13,438	.0102	3,647	1,832	352	177	H	10,116	.0054	755	2,662	.....	.....	.0076	84
Clinton	36.6	.0250	10.2	23,978	.0183	7,310	*	610	1,014	.....	30,776	.0163	841	3,017	E	7.2	.0186	74
Lock Haven	14.2	.0097	4.1	15,921	.0122	4,109	2,777	481	920	H	13,390	.0070	943	3,266	.....	.....	.0091	94
Columbia	53.6	.0366	14.9	32,081	.0246	9,244	5,015	762	1,131	.....	52,580	.0278	981	3,529	B	14.9	.0286	78
Berwick	15.3	.0105	4.2	10,587	.0082	3,230	2,456	246	395	H	15,406	.0082	1,007	3,668	.....	.....	.0087	83
Bloomsburg	10.9	.0074	3.4	13,377	.0102	3,469	2,050	469	639	H	11,568	.0061	1,061	3,402	.....	.....	.0076	103
Crawford	79.7	.0544	24.4	62,484	.0479	16,148	6,399	1,423	3,170	.....	98,031	.0519	1,230	4,018	B	22.7	.0512	94
Meadville	22.7	.0155	7.1	33,179	.0254	7,635	5,139	996	2,331	H	37,251	.0197	1,641	5,247	.....	.....	.0206	133
Titusville	10.1	.0069	3.4	12,309	.0094	3,880	965	246	536	H	12,191	.0065	1,207	3,586	.....	.....	.0075	109
Cumberland	83.9	.0573	24.9	55,090	.0422	16,763	3,605	1,243	3,010	.....	71,818	.0380	856	2,884	B	13.0	.0431	75
Carlisle	15.9	.0109	4.8	19,888	.0153	4,689	2,762	469	1,670	H	18,314	.0097	1,152	3,815	.....	.....	.0116	106

*Withheld to avoid disclosure.

© SM, 1949.

Before using these figures, see explanation page 19.

ERIE IS THIRD in Pennsylvania!

[After only Philadelphia and Pittsburgh]

In

Total Retail Sales ($146,338,000)
General Merchandise Sales ($ 22,393,000)
Furniture-Household-Radio Sales ($11,303,000)
Number of families (39,000)

This THIRD Best Market in Pennsylvania Can Be Reached at ONE COST by ONE NEWSPAPER! (Over 90% Coverage)

and NOW—Something NEW has been added! A SUNDAY issue to . . .

Daily **THE ERIE TIMES** Sunday

For Over 60 Years Erie's Leading Newspaper

Represented by The Katz Agency, Inc.

PENNSYLVANIA— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Dauphin.....52	206.4	.1409	59.2	192,693	.1478	43,531	29,039	6,215	16,731	.....	313,728	.1661	1,520	5,299	B	4.2	.1555	110
▲Harrisburg....	92.6	.0632	28.3	149,722	.1147	29,144	24,544	5,576	14,449	E	174,551	.0924	1,885	6,168	.....	.....	.0933	148
Delaware.....87	395.0	.2696	107.0	296,427	.2270	98,397	22,733	12,265	13,666	.....	567,220	.3003	1,436	5,301	D	1.5	.2722	101
Chester.....	75.4	.0514	19.9	91,004	.0697	24,323	11,458	2,739	8,576	G	119,773	.0634	1,589	6,019	.....	.....	.0629	122
Upper Darby....	72.0	.0492	20.7	65,214	.0499	20,716	6,782	4,005	2,178	H	129,024	.0683	1,792	6,233	.....	.....	.0590	120
Lansdowne.....	15.8	.0108	4.7	10,968	.0084	5,618	*	598	.....	H	30,510	.0162	1,931	6,491	.....	.....	.0128	119
Darby.....	14.0	.0095	3.6	12,450	.0095	8,509	1,102	364	477	.....	16,714	.0088	1,194	4,643	.....	.....	.0092	97
Elk.....	38.2	.0261	9.8	20,339	.0156	7,384	1,905	493	930	.....	32,058	.0170	839	3,271	F	4.6	.0184	70
Erie.....41	209.1	.1427	60.1	178,243	.1365	45,060	24,364	3,325	12,259	.....	293,576	.1554	1,404	4,885	B	7.7	.1472	103
▲Erie.....	140.0	.0956	39.0	146,338	.1121	36,263	22,393	2,670	11,303	F	210,560	.1115	1,504	5,399	.....	.....	.1085	113
Fayette.....89	207.5	.1416	51.8	130,390	.0999	31,724	17,378	2,589	8,645	.....	183,470	.0971	884	3,542	D	5.7	.1068	75
Uniontown.....	23.6	.0161	6.8	51,113	.0392	9,600	12,016	1,295	5,641	G	32,740	.0173	1,387	4,815	.....	.....	.0236	147
Connellsville.....	15.2	.0104	4.3	19,037	.0146	5,338	2,312	452	1,344	H	21,599	.0114	1,421	5,023	.....	.....	.0122	117
Forest.....	5.5	.0038	1.7	2,463	.0019	655	73	*	.....	.....	3,332	.0018	606	1,960	G	11.4	.0022	58
Franklin.....	75.7	.0517	21.8	46,939	.0359	11,865	3,532	1,138	3,225	.....	66,688	.0353	881	3,059	B	20.3	.0388	75
Chambersburg...	18.3	.0125	5.7	21,780	.0166	4,809	2,471	633	1,847	H	21,273	.0113	1,162	3,732	.....	.....	.0131	105
Waynesboro.....	11.5	.0078	3.4	11,077	.0085	2,858	901	306	1,169	H	14,205	.0075	1,235	4,178	.....	.....	.0079	101
Fulton.....	12.0	.0082	3.2	3,384	.0026	878	320	81	139	.....	6,413	.0034	534	2,004	E	44.3	.0041	50
Greene.....	48.0	.0327	12.5	20,768	.0159	6,074	1,090	340	948	.....	30,781	.0163	641	2,462	E	21.9	.0195	60
Huntingdon.....	43.0	.0294	11.6	23,660	.0181	7,219	1,366	329	1,468	.....	32,066	.0169	746	2,764	D	16.6	.0198	67
●Huntingdon....	8.9	.0061	2.7	11,523	.0089	2,858	945	245	1,056	H	9,746	.0052	1,095	3,610	.....	.....	.0065	107

● See end of state "Multiple Cities." ▲ See end of state "Metropolitan County Areas." *Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

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PROOF*...*that Chester (Pa.) is a market that* SPENDS!

RETAIL FOOD LINEAGE 1948

PHILADELPHIA PAPER A 970,346

CHESTER TIMES 955,775

PHILADELPHIA PAPER B 823,357

Chester Times — CHESTER PA.

* SOURCE MEDIA RECORDS

STORY, BROOKS & FINLEY, National Representatives

The Scranton Times COMES THROUGH AGAIN WITH ANOTHER YEAR OF

OUTSTANDING LINAGE LEADERSHIP IN 1948

In Local Retail Display, THE TIMES Led the 2nd Paper in

Department Stores	1½ to 1
Clothing Stores	2 to 1
Drug Stores	3 to 1
Electrical Appliances and Supplies	over 3 to 1
Furniture and Household	over 2 to 1
Groceries	nearly 2 to 1
Heating and Plumbing	3 to 1
Jewelry	nearly 5 to 1
Radio	14 to 1
Shoes	nearly 2 to 1
Toilet Goods and Beauty Shops	5 to 1

TOTAL RETAIL DISPLAY LINAGE TIMES 9,048,262 — 2nd Paper 5,399,291

In General Display, THE TIMES Led the 2nd Paper in

Groceries	5 to 1
Housing Equipment and Supplies	over 3 to 1
Industrial	over 3 to 1
Insurance	over 7 to 1
Radio	3 to 1
Toilet Requisites	8 to 1
Medical	3 to 1
Wearing Apparel	9 to 1
Automotive	2 to 1

TOTAL GENERAL DISPLAY LINAGE TIMES 1,882,258 — 2nd Paper 607,194

Total Advertising Linage for the Year 1948

12,569,356

FIRST

IN TOTAL DISPLAY
IN LOCAL DISPLAY
IN GENERAL ADVERTISING
IN CLASSIFIED ADVERTISING
IN EVERY MAJOR CLASSIFICATION

FIRST IN CIRCULATION — FIRST IN NEWS

The Scranton Times

SCRANTON, PENNA.

George A. McDevitt Co., Nat'l. Representatives — New York, Chicago, Philadelphia, Detroit, Cleveland

PENNSYLVANIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES / CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Indiana	82.8	.0565	21.3	46,335	.0358	11,255	4,988	1,008	1,566		65,405	.0347	790	3,071	C	15.0	.0393	70
Indiana	13.1	.0089	3.8	20,757	.0159	4,049	4,302	622	1,145	H	16,679	.0088	1,273	4,389			.0110	124
Jefferson	51.0	.0348	13.4	34,322	.0263	11,790	3,474	634	1,895		44,888	.0237	880	3,350	D	14.9	.0267	77
Punxsutawney	10.4	.0071	3.0	13,454	.0103	3,841	1,992	340	1,121	H	14,094	.0075	1,355	4,698			.0083	117
Juniata	18.3	.0111	4.4	7,135	.0055	2,189	189	70	49		8,998	.0048	552	2,045	D	36.8	.0063	57
Lackawanna....110	266.9	.1822	68.5	204,432	.1568	64,572	24,650	4,371	12,131		369,390	.1955	1,384	5,393	C	2.1	.1812	99
▲Scranton	142.3	.0972	38.4	139,627	.1069	40,449	22,194	2,975	508	E	219,142	.1160	1,540	5,707			.1095	113
Carbondale	19.5	.0133	4.1	16,150	.0124	4,896	1,098	467	804	H	27,086	.0143	1,389	6,606			.0135	102
Lancaster.....63	225.5	.1540	64.8	200,461	.1535	42,801	21,601	3,927	10,991		324,044	.1716	1,437	5,001	A	15.4	.1627	106
▲Lancaster	69.4	.0474	20.6	99,830	.0764	19,008	18,643	2,785	6,631	F	116,661	.0618	1,681	5,663			.0633	134
Lawrence.....165	102.3	.0698	27.7	82,292	.0631	22,378	11,371	1,921	6,254		127,773	.0678	1,249	4,613	C	9.1	.0667	96
◆New Castle	53.1	.0362	14.8	58,510	.0449	15,112	9,824	1,567	4,430	G	71,579	.0379	1,348	4,836			.0397	110

◆ See end of state "New Metropolitan County Areas." ▲ See end of state "Metropolitan County Areas." Before using these figures, see explanation page 19.

© SM, 1949.

NOW... *More Than Ever—*

The BEST BUY in the

Scranton - Wilkes - Barre Market!

WARM

SCRANTON

WARM - FM

- RATES
- RATINGS
- COVERAGE

Consider All Three!

Represented Nationally By

GEORGE P. HOLLINGBERY CO.

NEW YORK CHICAGO

ATLANTA LOS ANGELES SAN FRANCISCO

Affiliated with A B C

The American Broadcasting Co.

PENNSYLVANIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
[1]Ellwood City	14.1	.0096	3.7	15,224	.0116	4,185	1,515	265	.....	H	20,166	.0106	1,430	5,450	.....	.....	.0107	111
Lebanon	86.3	.0589	24.0	65,372	.0500	14,775	6,738	1,217	4,492	.....	105,286	.0557	1,220	4,387	B	9.8	.0548	93
Lebanon	30.0	.0205	8.6	37,850	.0290	7,388	6,336	963	3,828	H	41,070	.0218	1,369	4,776	.....	.....	.0237	116

1 Ellwood City is in Beaver and Lawrence Counties.

© SM, 1949.

Before using these figures, see explanation page 19.

Be SMART in Scranton—

—and follow the example set by your own outlets. Take advantage of the Tribune - Scrantonian definite quality market.

72% . . . of the local advertisers use the Scranton Tribune.

79% . . . of the local advertisers use the Tribune and Scrantonian.

61% . . . of the local advertisers use the other paper.

Help your Scranton retailers EXACTLY as they are now helping you. Place your advertising in Scranton's superior advertising force —

Daily

The Scranton Tribune

Gilman, Nicoll & Ruthman

Sunday

THE SCRANTONIAN

—New York • Chicago • Boston • Philadelphia • San Francisco • Los Angeles

The SUNDAY PUNCH in Central Eastern Pennsylvania



Shows a Phenomenal Growth

MORE CIRCULATION ... 1948-49,662 / 1945-44,304 / 1935-31,264 (ABC Figures)

MORE NEWS ..... 1948-759 Pages / 1945-388 Pages

MORE ADVERTISING ... 1948-1385 Pages / 1945- 356 Pages

The ONLY Sunday Newspaper Published In This Area

A STEADY GROWTH
Because it has....
the ONLY Local News
Hours Later World News
Large Society Section
Large Sports Section

CALL-CHRONICLE NEWSPAPERS

National Representatives
Kelly-Smith Company

The Morning Call
Evening Chronicle
Sunday Call-Chronicle

ALLENTOWN, PENNA.

PENNSYLVANIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Lehigh.....3	201.0	.1372	56.1	188,572	.1445	46,242	27,033	3,967	14,400	.....	279,993	.1483	1,393	4,991	B	4.9	.1449	108
▲Allentown.....	104.3	.0712	29.9	141,240	.1082	33,445	26,566	3,137	13,161	E	160,935	.0852	1,543	5,382	.....	.....	.0893	125
▲2Bethlehem (See Northampton Co.)																		
Luzerne.....110	435.0	.2969	105.9	300,216	.2299	90,367	45,438	6,788	21,788	.....	539,835	.2857	1,241	5,098	C	2.2	.2712	91
▲Wilkes-Barre...	90.2	.0616	22.6	113,782	.0871	27,565	29,015	3,044	10,534	E	135,120	.0715	1,498	5,979	.....	.....	.0742	120
Hasleton.....	43.1	.0294	10.5	46,233	.0355	12,441	8,057	1,515	4,629	G	69,736	.0369	1,618	6,642	.....	.....	.0350	119
Kingston.....	25.1	.0171	6.8	20,415	.0156	5,535	*	424	670	H	43,485	.0230	1,732	6,395	.....	.....	.0196	115
Nanticoke.....	26.2	.0179	6.6	17,713	.0136	5,564	1,200	481	990	H	31,335	.0166	1,196	4,748	.....	.....	.0160	89

▲ See end of state "Metropolitan County Areas."
2 Bethlehem is in Lehigh and Northampton Counties.

© SM, 1949.

Before using these figures, see explanation page 19.
*Withheld to avoid disclosure.

There's More to Hazleton Than SM Shows



1940 Census Population:

City Zone	61,493
Trade Zone	40,837
Total	102,330

There is West Hazleton Boro with an estimated population of 9,100

There is Hazle Township with an estimated population of 11,200

Plus Hazleton City with an estimated population of 43,100

63,400

The Hazleton corporate city population is not a true picture of the Hazleton City Market. West Hazleton and Hazle Township are as much a part of Hazleton as the sidewalks that join them together. Therefore they belong in the Hazleton sales picture.

THE PLAIN SPEAKER - STANDARD SENTINEL

Lower Luzerne County's Only Newspapers, Serving 102,330 People in ABC Trade Zone in Luzerne, Carbon and Schuylkill Counties.

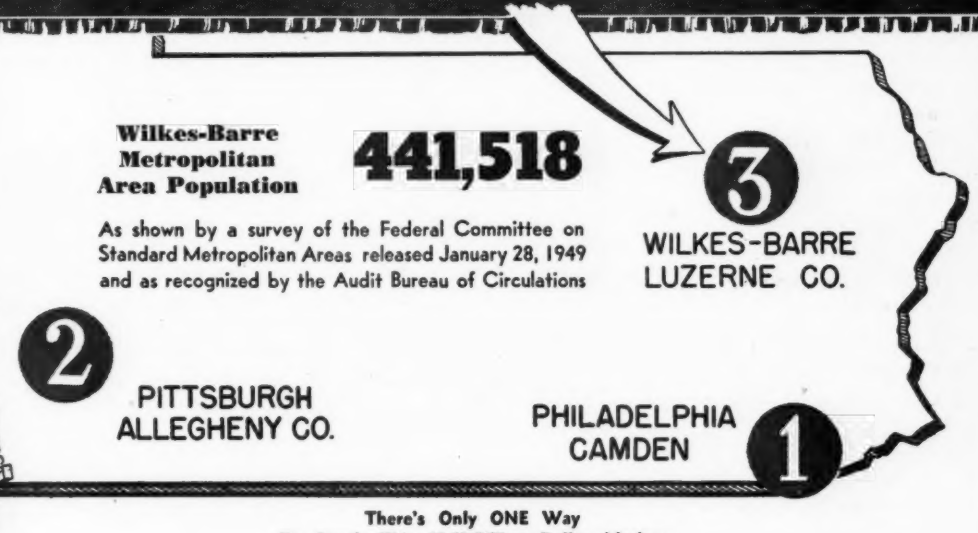
RINGING UP THE CURTAIN ON .....

PENNSYLVANIA'S THIRD LARGEST MARKET



Wilkes-Barre Metropolitan Area Population **441,518**

As shown by a survey of the Federal Committee on Standard Metropolitan Areas released January 28, 1949 and as recognized by the Audit Bureau of Circulations



There's Only ONE Way
To Reach This Half-Billion Dollar Market
And That's Through The

WILKES-BARRE TIMES LEADER
THE EVENING NEWS (evening)

Wilkes-Barre Record (morning)

COMBINED A. B. C. CIRCULATION (LAST QUARTER 1948) **85,831**

Story, Brooks & Finley, Inc. — National Representatives — Reynolds-Fitzgerald, Inc.

PENNSYLVANIA— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Pittston	18.1	.0124	4.1	19,514	.0149	4,713	2,153	637	1,733	H	21,937	.0116	1,212	5,350	.....	.....	.0128	103
Lycoming.....177	102.2	.0698	30.3	82,250	.0630	21,972	10,619	2,323	4,857	.....	134,086	.0710	1,312	4,425	B	10.1	.0684	98
◆Williamsport...	50.7	.0346	15.5	59,630	.0457	14,085	10,109	1,958	4,430	G	78,050	.0414	1,539	5,035	.....	.....	.0413	119
McKean.....	57.8	.0395	16.5	49,599	.0380	15,030	3,181	1,442	3,050	.....	80,458	.0426	1,392	4,876	E	4.3	.0406	103
Bradford.....	20.0	.0136	5.9	27,131	.0208	7,294	2,065	930	2,171	G	34,880	.0184	1,744	5,912	.....	.....	.0182	134
Mercer.....139	109.3	.0746	29.5	88,721	.0680	24,042	10,362	1,992	5,052	.....	139,358	.0738	1,275	4,724	B	12.7	.0722	97
Sharon.....	28.9	.0198	7.9	39,038	.0299	8,551	7,150	932	2,001	H	47,223	.0250	1,634	5,978	.....	.....	.0254	128
Greenville.....	9.3	.0063	2.9	13,485	.0103	3,656	1,292	332	766	.....	13,871	.0074	1,492	4,783	.....	.....	.0081	129
Mifflin.....	43.4	.0296	11.8	31,732	.0243	8,782	3,722	774	1,884	.....	41,038	.0217	946	3,478	D	10.8	.0241	81
Lewistown.....	15.3	.0105	4.5	23,450	.0180	5,775	3,707	715	1,843	H	19,248	.0102	1,258	4,277	.....	.....	.0126	120
Monroe.....	30.1	.0205	8.7	29,508	.0226	7,831	4,273	597	667	.....	35,908	.0190	1,193	4,127	E	12.5	.0204	100
Stroudsburg.....	8.6	.0058	2.6	14,341	.0109	3,573	3,620	340	365	H	11,060	.0058	1,286	4,254	.....	.....	.0073	126
Montgomery.....87	332.1	.2267	90.0	303,048	.2321	93,164	26,077	8,388	15,772	.....	514,755	.2725	1,550	5,720	B	4.2	.2512	111
Lower Merion....	46.6	.0318	12.3	60,610	.0465	14,328	7,113	1,714	3,255	H	97,517	.0516	2,093	7,928	.....	.....	.0461	145
Norristown.....	41.2	.0282	11.1	49,700	.0380	13,598	8,365	1,754	4,247	H	57,968	.0307	1,407	5,222	.....	.....	.0324	115

◆ See end of state "New Metropolitan County Areas." © SM, 1949. Before using these figures, see explanation page 19.

adv.

For market data of major Metropolitan Areas, see page 133.

HERE'S PA.'s THIRD LARGEST MARKET

—a market you can't cover without the BETHLEHEM GLOBE-TIMES!

ONLY the Globe-Times covers Bethlehem. That's why Allentown retailers run over 2 million lines of advertising in the Bethlehem Globe-Times yearly . . . and, of course, Allentown retailers advertise to Bethlehem families because these two cities form one market.

FREE! . . . a complete, up-to-date booklet on this market. Get your copy. Write De Lisser, Inc., 11 E. 44th St., New York 17, N. Y.

THE BETHLEHEM GLOBE-TIMES

Rolland L. Adams, President



Pilot's view of Bethlehem-Allentown shows how they form one market. This busy, prosperous, growing market is second only to Philadelphia and Pittsburgh in Pa. So don't overlook it in your ad plans!

PENNSYLVANIA— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Pottstown	24.6	.0167	7.0	33,335	.0256	8,023	4,505	1,058	2,341	H	33,487	.0177	1,361	4,784	.....	.....	.0199	119
Cheltenham	19.6	.0134	5.1	12,425	.0095	3,971	*	602	.....	.....	40,589	.0215	2,071	7,959	.....	.....	.0163	122
Lansdale	10.9	.0075	3.2	13,334	.0102	3,939	765	388	1,197	H	17,963	.0095	1,648	5,613	.....	.....	.0093	124
Jenkintown	5.6	.0038	1.6	25,759	.0197	7,262	5,193	308	1,724	.....	10,826	.0058	1,933	6,766	.....	.....	.0096	253
Montour	15.3	.0105	4.5	7,405	.0057	2,441	480	211	285	.....	12,825	.0068	838	2,850	E	21.5	.0072	69

*Withheld to avoid disclosure.

© SM, 1949.

Before using these figures, see explanation page 19.

The GREATEST TEST TOWN You Ever Heard of!

AN INDEPENDENT TOWN—NOT a Contributary!

Income Groupings are Excellent.

Concentrated Income in Middle Brackets—Middle Income People are Leaders, They Start Buying—Lower and Upper Income Brackets DO NOT!

Cosmopolitan in Location With Large Aggressive Neighboring Communities.

People Are Typical in Consideration—Unlike Many, Many Towns!

21 Million Dollars Retail Sales.

Firestone Tire & Rubber Co., Dana Corporation, Doehler-Jarvis Corp., Bethlehem Steel Corp., Stanley G. Flagg & Co., and 40 OTHER plants in POTTSTOWN alone!

13,000 Employed—2400 Women—5732 Families Own Their Own Homes—$35,000,000 Bank Deposits—$5,000,000 Monthly Income—7468 Telephones in Pottstown—Other Information on Request.

POTTSTOWN - Penna.

Population: City Zone 25,023; Retail Trading Zone 80,237

CIRCULATION 16,669 (A.B.C.)

Reach This Rich Market With

The POTTSTOWN MERCURY

A Merchandising Newspaper Offering Complete Cooperation with Campaigns

Represented by Reynolds-Fitzgerald, Inc.

19% INCREASE

in radio families

(in 50%-100% BMB daytime counties)

KDKA

PITTSBURGH 50,000 WATTS

1,410,500 families* make money and *spend* money in the 65 counties listed in KDKA's BMB 50%-100% daytime coverage!

That's 19% *more* families than there were just three years ago. *It's a growing market*.. a market with a net effective income, currently, of almost $6½ billion, and with retail sales of more than $4 billion.

In addition, KDKA's coverage includes 52 counties in the under-50% group. No other station in this rich tri-state area can match the breadth and the sales-power of KDKA's 50,000-watt signal.

NBC affiliate. For details, call KDKA Sales or Free & Peters.

*SALES MANAGEMENT survey

WESTINGHOUSE RADIO STATIONS INC

PENNSYLVANIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Northampton.....3	188.3	.1285	52.6	159,376	.1221	47,383	19,530	4,170	12,871	.....	274,730	.1454	1,459	5,223	B	5.0	.1350	105
▲2Bethlehem....	72.4	.0494	19.6	62,157	.0476	20,162	5,822	2,229	4,680	F	118,953	.0629	1,643	6,069	.....	.....	.0556	113
▲Easton.....	39.6	.0270	12.1	58,491	.0448	15,342	11,201	1,797	6,074	G	63,816	.0338	1,612	5,274	.....	.....	.0357	132
Northumberland....	131.0	.0894	34.4	80,402	.0616	24,220	8,519	2,287	3,283	.....	110,291	.0584	842	3,206	B	7.5	.0656	73
Shamokin.....	19.4	.0133	5.1	23,638	.0181	6,104	3,241	903	1,132	H	22,830	.0121	1,177	4,476	.....	.....	.0141	106
Sunbury.....	18.2	.0124	5.6	19,056	.0146	5,135	2,676	598	1,208	H	20,294	.0108	1,115	3,624	.....	.....	.0123	99

2 Bethlehem is in Lehigh and Northampton Counties. ▲ See end of state "Metropolitan County Areas."

© SM, 1949.

SPEAKING OF BLUE CHIPS . . .

In the entire United States there are very few daily newspapers whose circulation exceeds the population of the city in which they are published. One of these "blue chips" is . . .

SUNBURY, PENNA. **. . . *Sunbury Daily Item***

● Circulation (ABC) 18,750 ● National Representative — Julius Mathews Special Agency

8% ADDED

Many more radio families in KYW's 50%-100% BMB daytime counties

KYW

PHILADELPHIA 50,000 WATTS

KYW programs.. in 50%-100% BMB daytime counties alone.. now reach an area in which 1,109,800 families* live. That's 8% *better* than the figure only 3 years ago!

In the same area, net effective income is almost $6¼ billion. Retail sales total $3⅔ billion.

And remember, this doesn't count the 30 BMB counties in the under-50% group .. a tremendous market in itself!

Get the benefit of this 50,000-watt NBC affiliate in selling the nation's third market. Call KYW Sales or Free & Peters.

*Statistics by SALES MANAGEMENT

WESTINGHOUSE RADIO STATIONS INC

PENNSYLVANIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S.A. Potential	Quality of Market Index
Mt. Carmel	18.2	.0124	4.6	11,257	.0087	3,470	1,918	258	413	H	16,433	.0087	903	3,572	.....	.....	.0094	76
Perry	22.9	.0157	6.6	10,424	.0079	3,112	282	140	116	.....	13,634	.0072	595	2,066	D	28.9	.0091	58
Philadelphia	2,136.0	1.4580	596.1	2,207,063	1.6905	522,299	554,260	57,232	115,384	.....	3,759,552	1.9903	1,760	6,307	E	0.2	1.7939	123
▲Philadelphia	2,136.0	1.4580	596.1	2,207,063	1.6905	522,299	554,260	57,232	115,384	A	3,759,552	1.9903	1,760	6,307	.....	.....	1.7939	123
Pike	7.6	.0052	2.5	4,307	.0033	1,534	*	*	.....	.....	4,956	.0026	652	1,982	F	14.0	.0033	63
Potter	17.4	.0119	5.2	12,854	.0099	3,036	1,323	211	715	.....	16,079	.0085	924	3,092	D	28.9	.0096	81
Schuylkill	223.4	.1525	54.2	136,067	.1042	40,016	13,690	2,968	8,455	.....	238,144	.1261	1,066	4,394	B	4.4	.1248	82
Pottsville	25.2	.0172	6.8	37,691	.0288	6,693	7,996	1,061	4,363	G	35,935	.0190	1,426	5,285	.....	.....	.0216	126
Shenandoah	21.4	.0146	4.9	17,280	.0133	3,914	2,104	688	1,362	H	24,225	.0128	1,132	4,944	.....	.....	.0133	91
Mahanoy City	17.3	.0118	4.2	10,614	.0081	3,507	1,190	230	332	H	20,518	.0109	1,185	4,885	.....	.....	.0102	86
Tamaqua	14.2	.0097	3.9	10,613	.0081	3,230	1,072	230	708	H	19,326	.0102	1,361	4,955	.....	.....	.0095	98
Snyder	20.8	.0140	5.9	7,406	.0057	1,950	73	152	358	.....	10,665	.0056	518	1,808	D	34.1	.0073	52
Somerset	82.7	.0565	21.2	50,244	.0384	12,475	5,234	657	2,287	.....	64,124	.0340	775	3,025	B	15.7	.0398	70
Somerset	6.2	.0042	1.7	13,767	.0106	2,307	1,265	234	1,274	.....	7,373	.0039	1,189	4,337	.....	.....	.0060	143
Sullivan	7.8	.0052	2.1	2,606	.0020	714	88	*	.....	.....	3,331	.0017	438	1,586	F	38.1	.0025	48
Susquehanna	33.8	.0231	9.7	17,384	.0134	6,461	479	198	271	.....	22,929	.0122	678	2,364	B	38.9	.0147	64
Tioga	34.9	.0238	10.3	21,912	.0167	5,732	698	223	757	.....	28,214	.0149	808	2,739	B	30.0	.0172	72
Union	20.6	.0140	6.1	10,822	.0083	3,290	305	223	472	.....	14,614	.0077	709	2,398	D	23.3	.0091	65
Venango	64.5	.0441	18.5	45,898	.0351	14,422	5,687	917	3,431	.....	79,142	.0419	1,227	4,278	E	9.4	.0403	91
Oil City	22.0	.0150	6.4	25,886	.0198	7,100	3,889	470	1,870	G	31,856	.0169	1,448	4,978	.....	.....	.0174	116
Franklin	12.2	.0084	3.7	13,082	.0100	3,865	*	350	1,017	H	17,092	.0090	1,401	4,619	.....	.....	.0092	110
Warren	40.9	.0279	12.1	45,445	.0348	9,379	18,428	645	1,472	.....	47,451	.0252	1,160	3,922	D	14.7	.0286	103
Warren	15.4	.0105	4.8	35,493	.0272	5,716	16,310	446	1,110	H	21,068	.0112	1,368	4,389	.....	.....	.0159	151
Washington	214.2	.1462	56.5	149,947	.1149	44,742	15,328	3,444	8,711	.....	231,550	.1225	1,081	4,098	B	6.9	.1250	85
Washington	27.9	.0190	7.3	43,785	.0335	12,129	6,409	1,373	2,798	H	42,324	.0224	1,517	5,798	.....	.....	.0251	132
Donora	17.1	.0117	4.4	11,246	.0086	3,697	1,572	368	717	H	22,658	.0120	1,325	5,150	.....	.....	.0109	93

▲ See end of state "Metropolitan County Areas."

*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

© SM, 1949.

THE PHILADELPHIA INQUIRER IN 1948 CARRIED 32,778,081 LINES OF ADVERTISING— THE LARGEST ANNUAL VOLUME EVER PUBLISHED BY ANY PHILADELPHIA NEWSPAPER* AT ANY TIME!

	Daily	Sunday	7 Day Total
THE INQUIRER	20,821,540	11,956,541	32,778,081
2nd PAPER	21,934,816	5,570,558	27,505,374

*INQUIRER LEAD OVER SECOND PAPER..... 5,272,707

Source: Media Records



NOW IN ITS 16TH CONSECUTIVE YEAR OF ADVERTISING LEADERSHIP IN PHILADELPHIA

The Philadelphia Inquirer

Exclusive Advertising Representatives:
TED W. LORD, Empire State Bldg., N.Y.C., Longacre 5-5232;
ROBERT R. BECK, 20 N. Wacker Drive, Chicago, Andover 3-6270;
GEORGE S. DIX, Penobscot Bldg., Detroit, Cadillac 6005

West Coast Representatives: FITZPATRICK & CHAMBERLIN,
155 Montgomery St., San Francisco, Garfield 1-7946;
448 S. Hill St., Los Angeles, Michigan 0578

We Do This Every Day!



At KQV, it's a 24-hour-a-day job aggressively promoting in the right places for its advertisers. Carefully planned promotion—billboard, newspaper, and special theater tie-ins—is one reason why our ratings are *consistently* good. And spot revenue-wise, KQV is among the top five Mutual stations of the nation.

KQV Pittsburgh's Aggressive Radio Station
5000 W-1410 KC
Basic Mutual Network • Natl. Reps., WEED & CO.

PENNSYLVANIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Canonsburg	14.4	.0098	3.7	12,745	.0098	4,230	1,093	257	1,055	H	22,061	.0117	1,532	5,962			.0108	110
Charleroi	12.5	.0086	3.5	20,543	.0157	4,467	3,034	442	2,307	H	18,800	.0099	1,504	5,371			.0114	133
Wayne	29.5	.0201	8.5	19,528	.0150	5,567	1,220	340	229		25,935	.0138	879	3,051	B	37.2	.0154	77
Westmoreland 89	316.0	.2157	81.0	205,982	.1578	63,044	22,610	4,733	14,172		388,364	.2056	1,229	4,795	B	5.2	.1933	90
New Kensington	27.9	.0190	7.8	35,429	.0272	7,506	5,000	836	2,630	H	48,085	.0255	1,723	6,165			.0247	130
Monessen	24.1	.0165	6.2	14,830	.0113	4,561	1,179	462	1,215	H	29,487	.0156	1,224	4,756			.0145	88
Greensburg	19.6	.0133	5.5	35,017	.0269	7,174	7,955	1,049	3,042	H	35,631	.0188	1,818	6,478			.0201	151
Jeannette	18.6	.0127	4.9	15,449	.0118	5,422	1,982	336	2,300	H	28,314	.0150	1,522	5,778			.0136	107
Vandergrift	10.9	.0075	2.9	11,123	.0085	3,534	770	362		H	17,399	.0092	1,596	6,000			.0087	116
Latrobe	12.6	.0086	3.3	12,771	.0098	4,592	2,045	274	931		21,037	.0112	1,670	6,375			.0103	120
Wyoming	16.3	.0112	4.9	11,901	.0091	2,918	189	152	357		13,708	.0072	841	2,798	C	37.4	.0086	77
York 138	202.1	.1379	61.8	160,811	.1231	37,066	19,072	2,725	12,140		295,874	.1566	1,464	4,788	A	13.2	.1428	104
▲York	61.2	.0418	18.7	85,231	.0653	17,975	14,404	2,109	7,456	F	107,590	.0569	1,758	5,753			.0564	135
Hanover	16.3	.0111	4.9	20,101	.0154	4,257	2,669	342	2,366		24,222	.0129	1,486	4,943			.0133	120
Total Above Cities	5,861.4	3.8644	1,576.5	6,480,968	4.9488	1,605,734	1,316,964	174,901	419,919		9,286,118	4.9160	1,640	5,890			4.7164	122
State Total	10,640.0	7.2830	2,898.5	8,807,421	6.7460	2,373,018	1,451,772	219,323	506,479		14,487,476	7.6693	1,362	4,998		6.0	7.3111	101

▲ See end of state "Metropolitan County Areas."

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Before using these figures, see explanation page 19.



Lancaster Countians Spent
$200,461,000.00*
In 1948 In Lancaster County



LANCASTER — PENNSYLVANIA'S OUTSTANDING TEST MARKET

This Stable Market Completely Covered By The

LANCASTER NEW ERA — Intelligencer Journal — SUNDAY NEWS

** Sales Management—1949 Survey of Buying Power*

YORK'S QUALITY OF MARKET SECOND HIGHEST OF STATE'S MAJOR MARKETS

Check off all Pennsylvania markets with 50,000 people or more. York tops all but one in Quality of Market rating. These highlights of York's prosperity tell why:

Income, retail sales, food, drug, general merchandise sales are up in both York city and York county . . . a well balanced market embracing famous industrial plants and prize farm lands. In the city, per family income is a plump $5753; throughout the county, a high $4788. Retail sales are 56% above the city's percentage of U.S. population . . . and with 30% of York County's population, the city accounts for 53% of the county's sales.

For an Effective Selling Job in Greater York

THE YORK DISPATCH . . . . YORK, PA.

Represented by REYNOLDS-FITZGERALD, Inc.

GREATER YORK MARKET

	York	*York County*
Population	61,200	202,100
Families	18,700	61,800
Retail Sales	$ 85,231,000	$160,811,000
Income	107,590,000	295,874,000

PENNSYLVANIA — Metropolitan County Areas

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

METROPOLITAN COUNTY AREAS	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Allentown-Bethlehem-Easton...3	444.7	.3035	125.3	389,674	.2986	106,451	47,590	8,137	29,019	.....	618,655	.3276	1,391	4,937	.....	.....	.3140	103
Altoona.....4	152.9	.1043	42.6	121,821	.0933	39,126	19,323	2,763	9,832	.....	172,777	.0915	1,130	4,056	.....	.....	.0948	91
Erie.....41	209.1	.1427	60.1	178,243	.1365	45,060	24,364	3,325	12,259	.....	293,576	.1554	1,404	4,885	.....	.....	.1472	103
Harrisburg.....52	206.4	.1409	59.2	192,693	.1476	43,531	29,039	6,215	16,731	.....	313,728	.1661	1,520	5,299	.....	.....	.1555	110
Johnstown.....59	235.2	.1605	57.1	171,766	.1316	41,736	35,665	3,086	10,072	.....	251,899	.1333	1,071	4,412	.....	.....	.1382	86
Lancaster.....63	225.5	.1540	64.8	200,461	.1535	42,801	21,601	3,927	10,991	.....	324,044	.1716	1,437	5,001	.....	.....	.1627	106
Philadelphia.....87	3,456.1	2.3591	959.7	3,220,738	2.4670	839,676	629,627	87,018	168,783	.....	5,458,149	2.8895	1,579	5,687	.....	.....	2.6568	113
Pittsburgh.....89	2,433.6	1.6613	646.3	2,077,976	1.5917	587,643	380,936	55,881	122,091	.....	3,495,680	1.8504	1,436	5,409	.....	.....	1.7349	104
Reading.....95	250.4	.1710	72.0	223,472	.1712	60,862	23,412	4,558	16,822	.....	355,818	.1883	1,421	4,942	.....	.....	.1797	105
Scranton-Wilkes-Barre.110	701.9	.4791	174.4	504,648	.3865	154,939	70,088	11,159	33,919	.....	909,225	.4812	1,295	5,213	.....	.....	.4524	94
York.....138	202.1	.1379	61.8	160,811	.1231	37,066	19,072	2,725	12,140	.....	295,874	.1568	1,464	4,788	.....	.....	.1428	104

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Before using these figures, see explanation page 19.

Have you ordered your LIBRARY COPY of the 1949 Survey?

As an annual reference issue, SALES MANAGEMENT'S 1949 *Survey of Buying Power* gets a lot of wear and tear throughout the year. For executives who want one copy of the *Survey* in their office that will stand the punishment of year-round usage, we will soon have available a limited number of *special bound editions.* These copies of the 1949 Survey are protected by stiff, cloth-type covers with the name and date of the issue attractively gold-stamped on the front and on the backbone. Price $6.50 each postpaid. Write SALES MANAGEMENT, 386 Fourth Avenue, New York 16, N. Y.

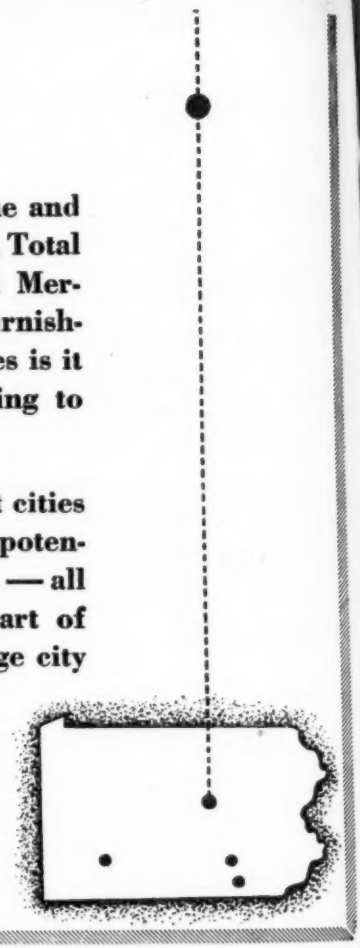
PENNSYLVANIA'S 4 SUPERIOR CITIES

Williamsport **Harrisburg**
York **Johnstown**

Of all cities of 50,000 or more population, these 4 only are rated by Sales Management as above par (above their proportion for population) in all 7 per capita Indices of Market: Income, All Retail Sales. Food Store Sales, General Merchan- of Narket: Income, All Retail Sales, Furniture - Household - Radio Store Sales and Quality of Market Index.

These cities are all good cities of high sales potential. Williamsport is not only good, but is particularly well balanced. Seventeenth in population size it is 12th in Income and Food Sales per capita; 10th in Total Retail Sales; 9th in General Merchandise and Household Furnishings. Only in Drug Store Sales is it somewhat out of line, jumping to 4th place.

These four cities are good test cities —where you'll have a good potential to sell. But Williamsport — all alone in the north-central part of the State with no near-by large city to influence or confuse conditions — is ideal.



WILLIAMSPORT SUN • GAZETTE & BULLETIN

Represented by J. P. McKINNEY & SON • New York • Chicago • San Francisco

PENNSYLVANIA — New Metropolitan County Areas

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

AREAS	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
New Castle....165	102.3	.0698	27.7	82,292	.0631	22,378	11,371	1,921	6,254	.....	127,773	.0676	1,249	4,613	.....	.....	.0667	96
Williamsport....177	102.2	.0698	30.3	82,250	.0630	21,972	10,619	2,323	4,857	.....	134,086	.0710	1,312	4,425	.....	.....	.0684	98

PENNSYLVANIA — Multiple Cities

Beaver Falls—New Brighton....	32.3	.0220	8.9	36,848	.0282	10,429	5,123	815	*	.....	40,795	.0216	1,263	4,584	.....	.....	.0237	108
Homestead—West Homestead—Munhall.....	32.0	.0218	8.8	40,874	.0313	10,821	2,077	1,836	3,699	.....	61,125	.0324	1,910	6,946	.....	.....	.0300	138
Huntingdon—Mount Union....	13.9	.0095	4.2	16,309	.0125	4,303	1,107	301	1,369	.....	12,757	.0068	918	3,037	.....	.....	.0091	96
State College—Bellefonte.....	14.0	.0096	4.6	21,232	.0163	5,375	*	784	1,038	.....	13,888	.0074	992	3,019	.....	.....	.0105	109

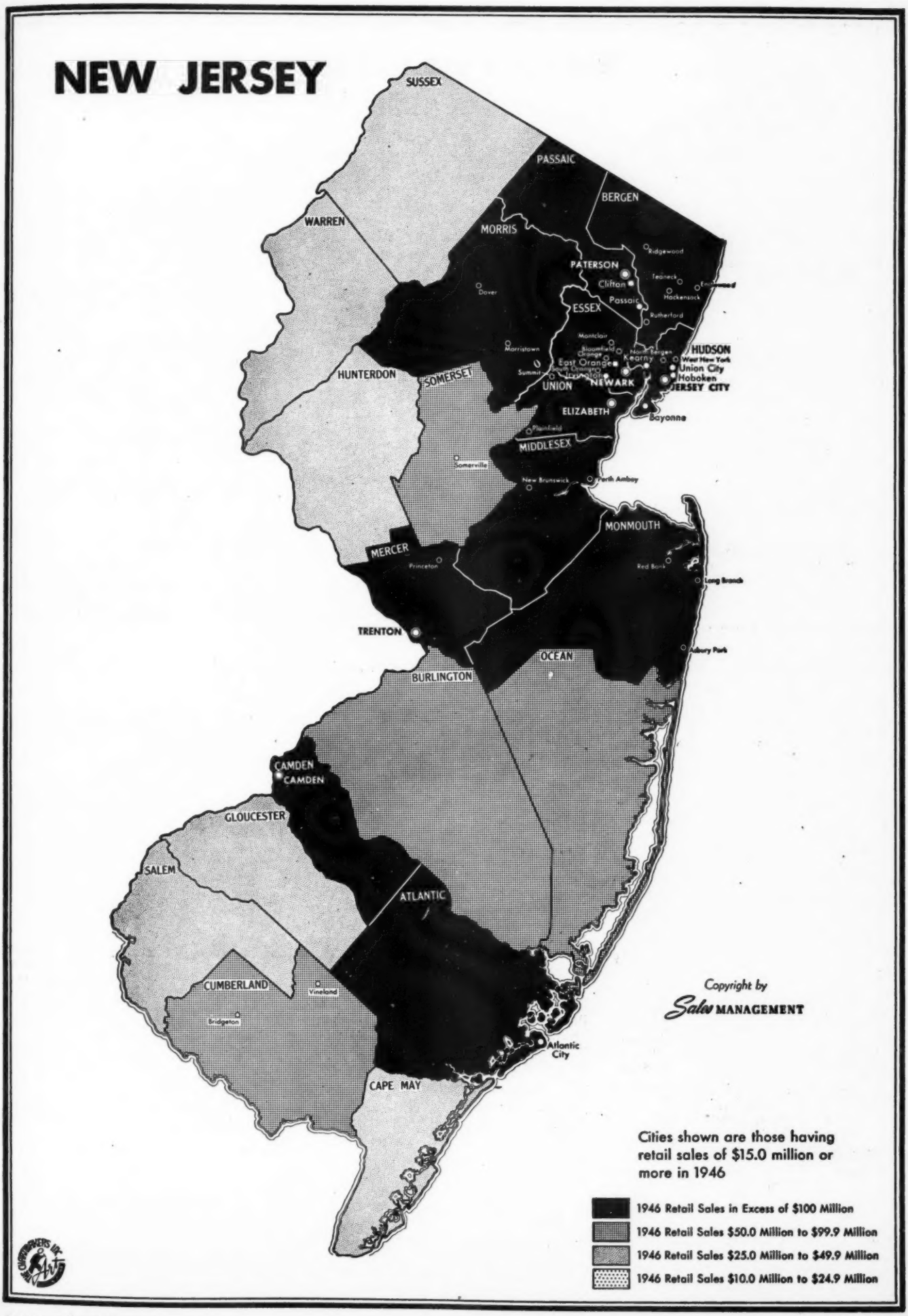
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*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

adv.

For market data of major Metropolitan Areas, see page 133.


NEW JERSEY
SUSSEX
PASSAIC
BERGEN
WARREN
MORRIS
Ridgewood
PATERSON
Clifton
Teaneck
Dover
Hackensack
Passaic
ESSEX
Rutherford
Montclair
Morristown
Bloomfield
Orange
East Orange
Kearny
HUDSON
West New York
Union City
Summit
Irvington
Hoboken
HUNTERDON
SOMERSET
UNION
NEWARK
JERSEY CITY
ELIZABETH
Bayonne
Plainfield
MIDDLESEX
Somerville
New Brunswick
Perth Amboy
MONMOUTH
MERCER
Princeton
Red Bank
Long Branch
TRENTON
Asbury Park
OCEAN
BURLINGTON
CAMDEN
CAMDEN
GLOUCESTER
SALEM
ATLANTIC
CUMBERLAND
Vineland
Bridgeton
Atlantic City
CAPE MAY
Copyright by
Sales MANAGEMENT
Cities shown are those having retail sales of $15.0 million or more in 1946
1946 Retail Sales in Excess of $100 Million
1946 Retail Sales $50.0 Million to $99.9 Million
1946 Retail Sales $25.0 Million to $49.9 Million
1946 Retail Sales $10.0 Million to $24.9 Million

When you are making sales plans for New Jersey

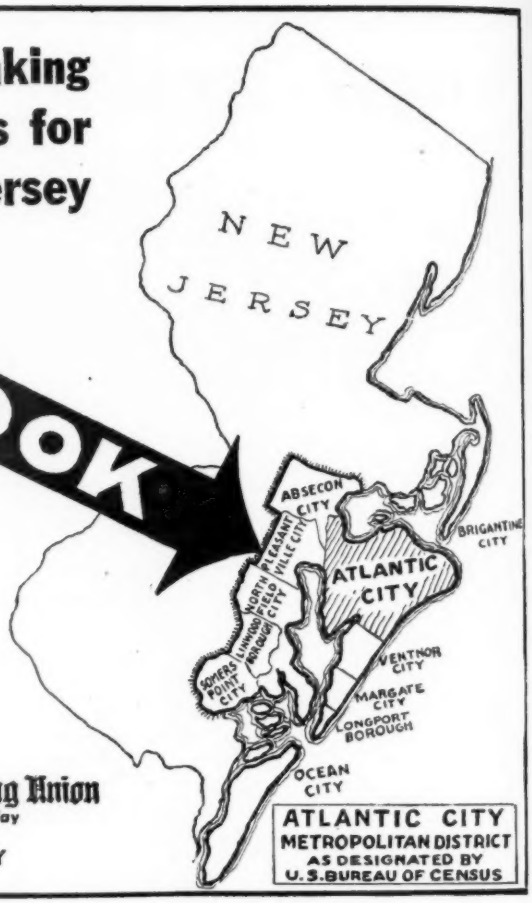
DON'T OVERLOOK

THE ATLANTIC CITY MARKET

Atlantic City IS a Major Market . . . a PLUS Market in every sense of the word. A year 'round permanent population of 103,000 in the Atlantic City Metropolitan District (1948 estimate) PLUS 12,000,000 to 15,000,000 visitors annually gives you a market with a sales potential that compares favorably with the largest in the country.

In the very important classifications of Foods and Drugs, Atlantic City has consistently led every large city in New Jersey in Per Capita Sales.

Atlantic City is a rich market . . . and it is an easy-to-sell market . . . for permanent resident and visitor alike, if you will use "the newspapers that influence Atlantic City's" buying habits, the . . .



Atlantic City Press
Every Morning including Sunday

Atlantic City Evening Union
Daily except Sunday

Published by PRESS-UNION PUBLISHING CO.
Represented Nationally By KELLY-SMITH COMPANY

NEW JERSEY

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City	County	City	County	City	County
Asbury Park	Monmouth	Kearny	Hudson	Rahway	Union
Atlantic City	Atlantic	Linden	Union	Red Bank	Monmouth
Bayonne	Hudson	Long Branch	Monmouth	Ridgewood	Bergen
Belleville	Essex	Maplewood	Essex	Rutherford	Bergen
Bloomfield	Essex	Millville	Cumberland	Salem	Salem
Bridgeton	Cumberland	Montclair	Essex	Somerville	Somerset
Burlington	Burlington	Morristown	Morris	South Orange	Essex
Camden	Camden	Newark	Essex	Summit	Union
Clifton	Passaic	New Brunswick	Middlesex	Teaneck	Bergen
Collingswood	Camden	North Bergen	Hudson	Trenton	Mercer
Dover	Morris	Nutley	Essex	Union	Union
East Orange	Essex	Ocean City	Cape May	Union City	Hudson
Elizabeth	Union	Orange	Essex	Vineland	Cumberland
Englewood	Bergen	Passaic	Passaic	Wildwood	Cape May
Freehold	Monmouth	Paterson	Passaic	Westfield	Union
Garfield	Bergen	Perth Amboy	Middlesex	West New York	Hudson
Hackensack	Bergen	Phillipsburg	Warren	West Orange	Essex
Hoboken	Hudson	Plainfield	Union	Woodbridge	Middlesex
Irvington	Essex	Princeton	Mercer	Woodbury	Gloucester
Jersey City	Hudson				

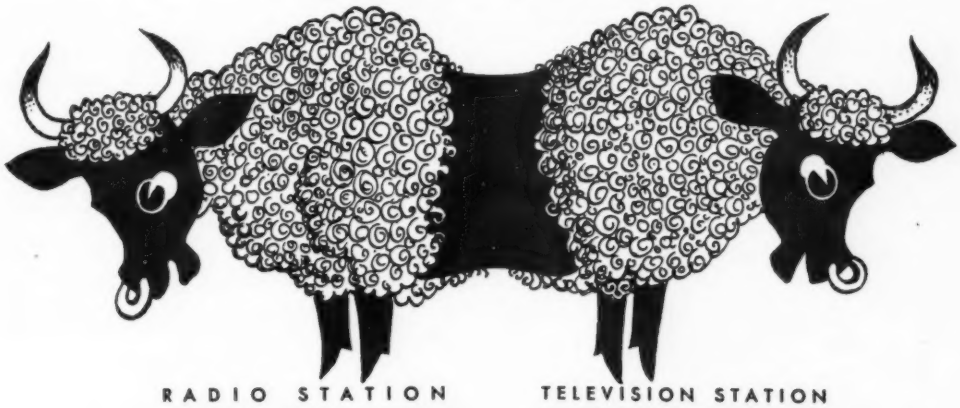
COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Atlantic.....8	133.5	.0911	42.3	158,303	.1212	43,142	13,879	5,042	5,903	.....	201,610	.1067	1,510	4,766	B	4.3	.1079	118
▲Atlantic City..	69.0	.0471	22.7	117,144	.0897	27,138	12,844	4,320	4,702	F	122,337	.0648	1,773	5,389	.....	.....	.0687	146
Bergen.....82(b)	465.0	.3174	130.1	360,093	.2758	124,509	16,302	8,056	13,019	.....	665,880	.3525	1,432	5,118	B	1.3	.3225	102
Garfield.....	32.4	.0221	8.6	15,484	.0119	5,581	211	170	.....	H	29,665	.0157	916	3,449	.....	.....	.0158	71

▲ See end of state "Metropolitan County Areas."

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THIS IS **NO** BULL



RADIO STATION TELEVISION STATION

970 kc WAAT and WATV Channel 13

deliver **more homes per dollar** than any other New York—North Jersey radio or television stations.*

WAAT—5,000 w, WATV—50,000 w of effective radiated power

*Latest cost-per-thousand figures available upon request.

REPRESENTED BY WEED AND COMPANY

NEW JERSEY — (Continued)

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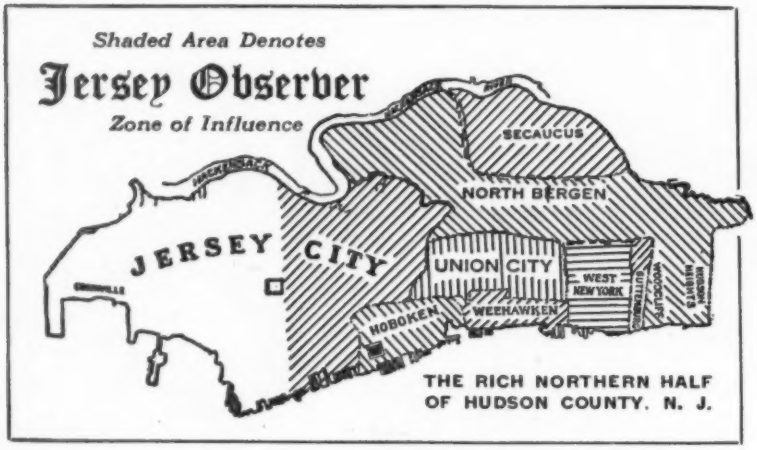
COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (In thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Teaneck	31.9	.0217	8.6	17,285	.0132	9,484	387	351	523	H	64,129	.0339	2,010	7,457			.0253	117
Hackensack	30.1	.0206	8.5	77,060	.0590	21,816	10,414	164	5,323	G	50,725	.0269	1,685	5,968			.0353	171
Englewood	23.5	.0160	6.5	31,328	.0240	7,703	1,671	596	2,355	H	42,493	.0225	1,808	6,537			.0217	136
Rutherford	17.0	.0116	4.8	17,644	.0136	5,239	698	427	1,064	H	26,602	.0141	1,565	5,542			.0135	116
Ridgewood	17.2	.0118	4.9	18,364	.0140	5,774	687	634	1,039	H	35,543	.0188	2,066	7,254			.0160	136
Burlington 87	**104.0**	**.0710**	**29.0**	**69,153**	**.0530**	**21,818**	**2,946**	**1,671**	**2,433**		**89,980**	**.0477**	**865**	**3,103**	**B**	**11.8**	**.0540**	**76**
Burlington	11.0	.0075	2.9	11,341	.0087	2,915	705	370	1,456		11,968	.0063	1,088	4,127			.0073	97
Camden 87	**279.7**	**.1909**	**78.3**	**224,456**	**.1720**	**68,589**	**19,368**	**4,889**	**17,490**		**343,192**	**.1816**	**1,227**	**4,383**	**D**	**1.2**	**.1806**	**95**
Camden	135.8	.0927	36.8	130,409	.0999	34,576	16,841	2,512	16,708	F	169,133	.0895	1,245	4,596			.0933	101
Collingswood	15.7	.0107	4.7	15,038	.0115	4,618	510	385	*	H	28,386	.0150	1,808	6,040			.0131	122
Cape May	**33.6**	**.0229**	**11.4**	**47,311**	**.0362**	**14,803**	**2,670**	**782**	**1,157**		**45,611**	**.0242**	**1,357**	**4,001**	**E**	**7.0**	**.0275**	**120**
Wildwood	6.5	.0044	2.1	13,720	.0105	4,398	1,355	251	622	H	9,576	.0051	1,473	4,560			.0066	150
Ocean City	7.0	.0048	2.5	12,727	.0098	4,480	886	212	396		7,891	.0042	1,127	3,156			.0060	125
Cumberland	**84.5**	**.0577**	**25.9**	**78,646**	**.0602**	**22,236**	**6,250**	**1,556**	**3,252**		**88,303**	**.0467**	**1,045**	**3,409**	**A**	**15.0**	**.0530**	**92**
Bridgeton	23.5	.0161	7.2	27,290	.0209	7,653	2,444	482	1,177	H	26,414	.0140	1,124	3,669			.0165	102
Millville	17.0	.0116	5.1	14,707	.0112	5,184	967	247	712	H	16,541	.0087	973	3,243			.0100	86
Vineland	8.0	.0054	2.3	27,683	.0212	6,820	2,775	709	1,261	H	11,000	.0058	1,375	4,783			.0103	191
Essex 82(b)	**930.1**	**.6350**	**260.2**	**1,052,399**	**.8061**	**276,768**	**176,219**	**24,472**	**57,504**		**1,722,870**	**.9121**	**1,852**	**6,621**	**E**	**0.4**	**.8249**	**130**
Newark	454.0	.3100	127.0	684,933	.5247	138,543	159,187	13,920	46,335	B	819,880	.4341	1,806	6,456			.4365	141
East Orange	77.5	.0529	25.4	75,753	.0580	18,200	7,727	2,385	2,591	H	155,610	.0823	2,008	6,126			.0691	131
Irvington	60.0	.0410	17.8	54,711	.0419	16,112	1,913	1,533	1,872	H	109,320	.0579	1,822	6,142			.0497	121
Montclair	46.4	.0317	12.7	57,868	.0443	18,928	2,558	1,757	2,591	H	104,598	.0554	2,254	8,236			.0473	149
Bloomfield	48.8	.0333	13.7	37,885	.0290	12,034	1,011	1,331	750	H	94,778	.0502	1,942	6,918			.0405	122
Orange	38.2	.0260	10.6	37,868	.0290	14,061	1,732	1,107	1,977	H	67,385	.0356	1,764	6,357			.0317	122
West Orange	29.6	.0203	7.6	16,842	.0129	5,906	796	331	157		59,458	.0315	2,009	7,823			.0237	117
Belleville	32.0	.0218	8.7	14,728	.0113	5,375	212	457	*	H	46,856	.0248	1,464	5,386			.0202	93
Maplewood	25.4	.0173	6.7	16,835	.0129	5,733	138	512	94	H	56,402	.0299	2,221	8,418			.0223	129

*Withheld to avoid disclosure.

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You're on the Right Road in HUDSON COUNTY



To OBSERVE a definite increase in sales, use the only evening paper dominating the **rich northern half** of Hudson County, New Jersey's 2nd largest market.

NEW JERSEY'S 2nd LARGEST MARKET
. . . when your schedule includes
THE RICH NORTHERN HALF
. . . consisting of more than
89,500 FAMILIES
. . . getting your share of
$250,000,000 RETAIL SALES
. . . quickly and at low cost thru the

Jersey Observer

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Represented Nationally by
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NEW JERSEY— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Nutley	25.5	.0174	6.7	13,677	.0105	5,511	223	309	157	H	50,353	.0266	1,975	7,515	.....	.....	.0199	114
South Orange	16.4	.0112	4.2	16,827	.0129	4,917	234	649	262	.....	40,604	.0215	2,476	9,668	.....	.....	.0169	151
Gloucester.....87	84.0	.0574	24.3	48,833	.0374	13,467	1,467	1,221	1,528	.....	62,900	.0333	749	2,588	B	13.5	.0394	60
Woodbury	10.5	.0072	3.2	13,819	.0106	3,833	637	521	411	H	12,698	.0067	1,209	3,968	.....	.....	.0080	111
Hudson.....82(b)	738.8	.5043	206.7	597,644	.4577	205,391	38,930	14,341	40,764	.....	1,068,939	.5658	1,447	5,171	D	0.2	.5211	103
Jersey City	320.0	.2184	89.5	222,303	.1702	91,755	11,058	7,116	19,462	C	469,800	.2487	1,468	5,249	.....	.....	.2191	100
Bayonne	89.6	.0612	22.5	78,283	.0600	26,179	3,966	1,309	4,601	F	130,698	.0692	1,459	5,809	.....	.....	.0648	106
Union City	65.0	.0444	19.9	97,809	.0742	25,110	14,534	2,277	5,664	H	90,185	.0478	1,387	4,532	.....	.....	.0550	124
Hoboken	54.8	.0374	15.8	38,843	.0297	20,376	1,801	968	3,803	E	68,759	.0364	1,255	4,352	.....	.....	.0346	93
North Bergen	45.1	.0308	12.9	31,673	.0243	10,678	110	313	1,118	H	71,864	.0380	1,593	5,571	.....	.....	.0325	106

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Before using these figures, see explanation page 19.

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"STANDARD MARKET DATA
for
BAYONNE, NEW JERSEY"

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THE BAYONNE TIMES

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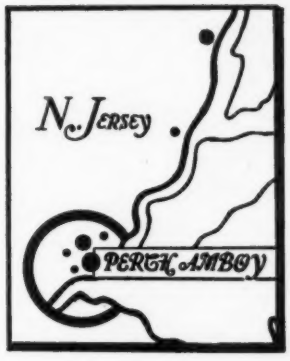
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PERTH AMBOY-WOODBRIDGE

	TOTAL	P.A.—W FAMILY AVERAGE	N. J. FAMILY AVERAGE	U.S. FAMILY AVERAGE
Income	$84,626,000	$4891	$5164	$4531
Retail Sales	78,929,000	4562	3305	3131
Food	25,124,000	1452	983	751
General Merchandise	5,459,000	316	306	409
Drugs	2,149,000	124	75	89
Furn-Hshld-Radio	4,731,000*	365*	180	165

* Perth Amboy only; Woodbridge figure not available.

PERTH AMBOY-WOODBRIDGE

MIDDLESEX COUNTY'S FIRST MARKET

The Perth Amboy Evening News alone can thoroughly sell this market . . . with 85% coverage of the ABC city zone, more than 60% of the entire ABC market of 149,341 people.

●

Perth Amboy Evening News

PERTH AMBOY, N. J.

Represented by Ward-Griffith Co.

NEW JERSEY — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES					SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)								FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
West New York	44.8	.0305	13.3	53,186	.0407	17,404	3,380	1,036	4,525	H	67,382	.0357	1,504	5,066	.....	.....	.0362	119
Kearny	45.4	.0310	12.3	29,913	.0229	12,687	757	749	356	G	69,271	.0367	1,526	5,632	.....	.....	.0314	101
Hunterdon	39.5	.0269	12.0	31,730	.0243	7,461	636	540	1,290	.....	41,293	.0219	1,045	3,441	B	29.0	.0238	88
Mercer.....127	230.0	.1570	60.8	235,866	.1807	63,392	28,622	5,051	12,870	.....	337,020	.1784	1,465	5,543	B	2.9	.1748	111
▲Trenton	130.0	.0888	33.4	183,503	.1406	50,351	26,332	4,444	11,734	E	182,610	.0966	1,405	5,467	.....	.....	.1082	122
Princeton	11.0	.0075	3.4	18,162	.0139	5,248	1,985	357	758	.....	24,125	.0128	2,193	7,098	.....	.....	.0121	161
Middlesex....82(b)	256.9	.1754	67.8	223,595	.1713	78,608	11,790	5,051	11,367	.....	319,348	.1691	1,243	4,710	B	2.9	.1710	97
Perth Amboy	49.3	.0336	13.0	64,843	.0496	18,570	5,043	1,706	4,731	F	56,350	.0298	1,143	4,335	.....	.....	.0365	109

▲ See end of state "Metropolitan County Areas."

© SM, 1949.

Before using these figures, see explanation page 19.

IT MAY SOUND REPETITIOUS, BUT . . .

Have you read the explanation prefacing the Survey of Buying Power? It appears on page 19 and following pages, and really will save you lots of time. It identifies sources of all figures and contains all comment necessary to a complete understanding of the use of all County and City figures.



New Brunswick stands out as one of Jersey's Busiest Shopping Centers

SALES 84% ABOVE PAR!

Check off the New Jersey cities. Compare their "percentage of state population" against their "percentage of state retail sales" . . . for an evaluation of their comparative strength as market centers.

Self-contained New Brunswick . . . 31 miles from New York . . . stands out as a shopping hub . . . with sales 84% above its percentage of state population. In fact, families in Middlesex and neighboring counties depend so heavily on New Brunswick to fill their living needs that retail sales . . . as a result . . . exceeded income in '48 by $10,792,000.

The New Brunswick Daily Home News and Sunday Times keep pace with your big opportunity in this market . . . by carrying your advertising into 100% of the homes in the ABC city zone of 57,271 population and providing 76% coverage of the entire ABC market of 127,420 population . . . an intensity of coverage equalled by no other newspaper in this section of the state in its respective ABC market.

Sell this busy sales center through the superior sales power of the Daily Home News and The Sunday Times.

THE DAILY HOME NEWS — The Sunday Times

NEW BRUNSWICK, N. J.

Branch Office: 512 Fifth Avenue, New York City

NEW JERSEY — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
New Brunswick..	43.0	.0294	12.0	70,433	.0540	21,555	4,913	2,131	5,133	G	59,641	.0316	1,387	4,970	.....	.....	.0379	129
Woodbridge.....	22.3	.0152	5.6	14,086	.0108	6,554	416	443	*	H	28,276	.0150	1,268	5,049	.....	.....	.0138	91
Monmouth....82(b)	195.0	.1331	59.9	211,770	.1622	62,129	14,154	5,619	8,166	.....	287,430	.1521	1,474	4,798	A	8.2	.1513	114
Red Bank.....	16.5	.0113	4.7	32,401	.0248	8,569	2,250	971	1,273	H	40,295	.0213	2,442	8,573	.....	.....	.0204	181
Long Branch.....	26.3	.0179	7.6	22,447	.0172	7,958	1,184	719	856	H	32,528	.0172	1,237	4,280	.....	.....	.0173	97
Asbury Park.....	21.0	.0144	6.4	50,189	.0384	9,666	8,813	1,509	2,627	H	27,196	.0144	1,295	4,249	.....	.....	.0216	150
Freehold.....	8.5	.0058	2.4	14,400	.0111	3,885	447	364	1,351	.....	12,997	.0069	1,529	5,415	.....	.....	.0079	136
Morris.....82(b)	139.4	.0952	40.2	122,648	.0940	34,398	8,410	2,901	5,125	.....	160,239	.0849	1,149	3,986	B	5.4	.0897	94
Morristown.....	17.0	.0116	4.9	39,615	.0303	8,083	5,381	880	2,727	H	32,709	.0173	1,924	6,675	.....	.....	.0201	173
Dover.....	15.8	.0108	4.4	20,605	.0158	6,009	1,828	540	1,139	H	17,787	.0094	1,126	4,043	.....	.....	.0116	107

*Withheld to avoid disclosure.

© SM, 1949.

Before using these figures, see explanation page 19.

adv.

For market data of major Metropolitan Areas, see page 133.

ASBURY PARK PRESS

"Only paper blanketing the rich Monmouth Ocean County, New Jersey Market"

CIRCULATION 22,008 Daily

Member ABC

CIRCULATION BREAKDOWN BY TOWNS

Asbury Park	5733	Eatontown	264
Neptune	1962	Shrewsbury	55
Allenhurst	673	Sea Bright	62
Deal	144	Highlands	71
Oakhurst	309	At. Highlands	151
Bradley Beach	970	Middletown	38
Neptune City	711	Keansburg	71
Avon	436	Keyport	156
Belmar	1812	Matawan	141
New Bedford	404	Freehold	1140
Spring Lake	769	Farmingdale	521
Sea Girt	221	Point Pleasant	1046
Manasquan	839	Lakewood	687
Brielle	137	Toms River	390
Long Branch	723	Seaside Park	31
Red Bank	743	Seaside Heights	75
Rumson	63	Mantoloking	16
Fair Haven	60	Manahawkin	200
Holmdel	38	Other Towns	97
Little Silver	49		
		TOTAL	22,008

RETAIL SALES UP 224% IN 10 YEARS

1938 Retail Sales—$ 81,966,000*
1948 Retail Sales—$265,531,000*

The growth of the ASBURY PARK PRESS MARKET (Monmouth and Ocean Counties, N. J.) continues to be astonishing.

For instance, in 1938, according to Sales Management, retail sales in this market were $81,966,000 . . . while in 1948, just 10 years later, retail sales were $265,531,000, an increase of 224%.

But this isn't the whole story . . . new buildings, new store fronts, record bank deposits . . . all point to the fact that this market blanketed by the ASBURY PARK PRESS is now one of the nation's top markets.

* Sales Management—Survey of Buying Power

ASBURY PARK PRESS

"70th YEAR OF LEADERSHIP"

Evening and Sunday, Asbury Park, N. J.

Market Survey and Dealer Lists Mailed on Request

Telephone Asbury Park 2-3000

RADIO STATION WJLK-FM

"The Radio Voice of the Asbury Park Press"

Member Broadcast Measurement Bureau

NEW JERSEY (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S.A. Potential	Quality of Market Index
Ocean	41.0	.0280	13.4	53,761	.0411	14,075	1,992	1,681	2,293		58,700	.0300	1,383	4,231	B	8.6	.0329	118
Passaic.....82(b)	345.0	.2355	99.5	357,902	.2741	102,314	33,110	6,883	28,547		526,690	.2788	1,527	5,293	D	1.0	.2687	114
Paterson	152.0	.1037	43.8	195,046	.1494	52,341	24,580	3,850	15,842	E	237,360	.1257	1,562	5,419			.1284	124

© SM, 1949.

Before using these figures, see explanation page 19.

THE NO. 1 NEWSPAPER *in a No. 1 Community*

Just as Paterson is the first in size, first in income, and first in sales in its trading area, the Paterson Evening News is first in circulation (city and suburban), first in advertising (local and national), and first in leadership.

Paterson Evening News

PATERSON, NEW JERSEY

NATIONAL REPRESENTATIVES ● STORY, BROOKS & FINLEY, INC.

NEW YORK ● CHICAGO ● PHILADELPHIA ● BOSTON

CLEVELAND ● LOS ANGELES ● ATLANTA



NEW JERSEY — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

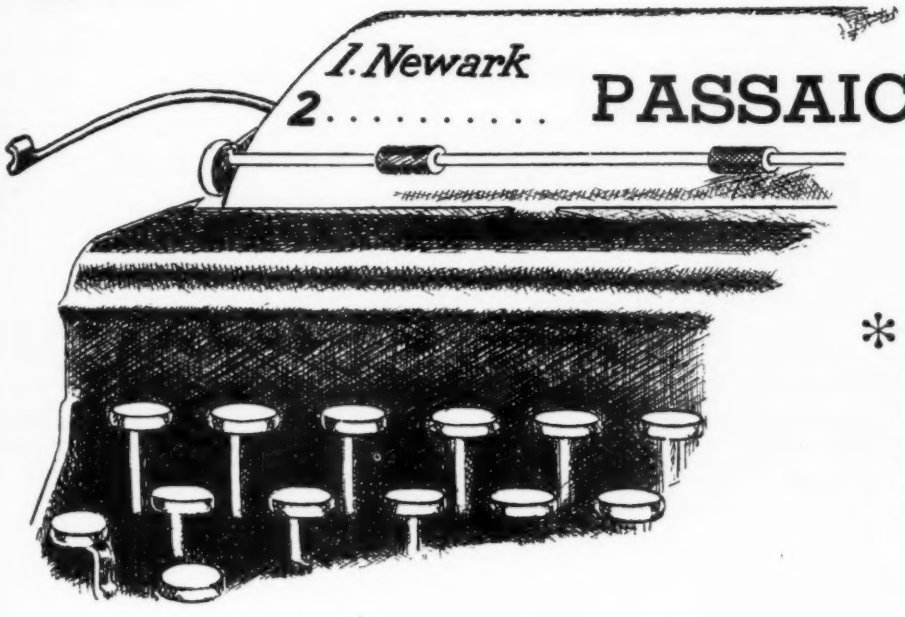
COUNTIES / CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
●Passaic	64.1	.0438	17.4	93,413	.0715	24,435	7,938	2,071	11,407	F	97,368	.0515	1,519	5,596	.....	.....	.0560	128
●Clifton	62.8	.0428	17.0	41,517	.0318	11,019	460	282	812	H	104,774	.0555	1,668	6,163	.....	.....	.0459	107
Salem	48.0	.0314	13.6	39,355	.0302	8,838	1,453	810	1,682	.....	45,603	.0241	991	3,353	B	17.0	.0274	87
Salem	9.6	.0066	2.9	12,002	.0092	2,887	650	410	977	H	12,633	.0067	1,316	4,356	.....	.....	.0074	112
Somerset	89.1	.0609	24.2	63,835	.0489	17,232	2,780	1,342	2,237	.....	81,969	.0434	920	3,387	C	7.5	.0485	80
Somerville	12.5	.0085	3.7	19,151	.0147	4,534	1,853	631	1,365	H	14,426	.0076	1,154	3,899	.....	.....	.0099	116
Sussex	31.4	.0214	9.4	34,600	.0265	7,124	1,923	521	1,320	.....	40,676	.0216	1,295	4,327	B	25.7	.0230	107
Union	384.0	.2621	104.3	342,345	.2622	106,816	24,985	6,572	20,301	.....	617,456	.3268	1,608	5,920	D	9.0	.2945	112
Elizabeth	122.6	.0837	33.3	131,802	.1010	36,232	13,133	2,069	10,162	F	187,284	.0992	1,528	5,624	.....	.....	.0966	115

● See end of state "Multiple Cities."

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Before using these figures, see explanation page 19.

Your New Jersey List...



1. Newark
2. ..... PASSAIC-CLIFTON*

* *Passaic-Clifton is a one-city market of 126,900 people recognized by Sales Management, Standard Rate & Data and the Audit Bureau of Circulations . . . One continuous Main Street . . . one major business section . . . and no shopping boundaries.*

According to Sales Management, Passaic - Clifton ranks second among major New Jersey markets in per-family income . . . its $5,876 average is topped only by Newark . . . its total family income is $202,142,000 . . . yet Passaic-Clifton comprises only 42% of the entire ABC trading territory of 300,000 people . . . the Bergen-Passaic County area that pours more than $134,930,000 in retail sales into Passaic-Clifton stores.

But, these Sales Management 1948 estimates tell only a part of the story about this rich industrial area . . . other sources reveal that through only one newspaper can you be certain of placing your sales message in its homes. . . . With a concentration of circulation found in no other major North Jersey market, this newspaper exerts greater advertising influence on greater per-family income.

Check sales, total income, per-family income and concentration of circulation in all New Jersey markets . . . you will conclude that Passaic - Clifton is a "must" on your New Jersey list . . . and The Herald-News your best buy next to Newark.

THE HERALD-NEWS

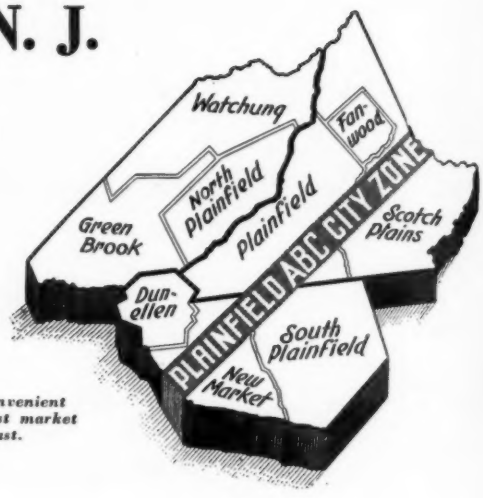
PASSAIC-CLIFTON, N. J.

The largest circulation of any newspaper published in Bergen or Passaic County

The Julius Mathews Special Agency

Errata Re: Plainfield, N. J.

listing in Sales Management table on this page*



The most convenient and reliable test market in the East.

*** The population estimate of 41,800 includes only downtown Plainfield—the old corporate city limits established 80 years ago—long since outgrown, now largely business and industrial. Sales Management itself now estimates more than 81,700 people in the true Plainfield—the ABC City Zone (see map) within less than four miles of City Hall. The 1939 Census showed 72,530.**

Plainfield's Retail Sales figure 93.4% of total net income. Average for the State is 64.1%—for the U. S. 79.2%. Such figures clearly show Plainfield's shopping comes from this whole area instead of the old corporate city boundaries.

And Sales Management says Plainfield's Net E. B. Income is up 32% from a year ago—the U. S. only 10%.

The Courier-News is read by 91% of the families throughout this ABC City Zone. No outside standard size paper is read by as many as 10% of the families. Only about 5% of the people are New York commuters. Plainfield is an independent advertisingly isolated market deserving local attention.

PLAINFIELD COURIER-NEWS

One of 21 Gannett Newspapers

Represented nationally by J. P. McKinney & Son
New York, Chicago, San Francisco

NEW JERSEY (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Plainfield	41.8	.0285	11.7	69,839	.0534	23,240	8,328	1,193	4,369	G	76,137	.0403	1,821	6,507			.0419	147
Union	33.0	.0226	9.0	16,090	.0124	6,085	785	369	302	H	64,680	.0342	1,960	7,187			.0253	112
Linden	32.5	.0221	8.4	17,150	.0131	5,492	715	131	334	G	46,638	.0247	1,435	5,552			.0207	94
Rahway	22.0	.0151	6.2	16,432	.0126	5,245	532	262	2,749	H	32,088	.0170	1,459	5,175			.0153	101
Westfield	21.6	.0147	5.7	16,956	.0130	5,852	802	417	805		47,197	.0250	2,185	8,280			.0193	131
Summit	19.0	.0130	5.2	18,829	.0144	6,401	570	384	1,257	H	40,443	.0214	2,129	7,778			.0176	135
Warren 3	55.4	.0378	16.6	41,726	.0320	12,826	1,027	*	1,748		*63,932	.0339	1,154	3,851	B	14.8	.0341	90
Phillipsburg	20.0	.0136	5.5	13,102	.0100	4,194	*	90	653	H	25,460	.0135	1,273	4,629			.0125	92
Total Above Cities	2,948.8	2.0129	826.3	3,332,002	2.5521	941,216	384,395	76,633	217,427		4,739,306	2.5089	1,609	5,736			2.4230	120
State Total	4,705.9	3.2123	1,329.9	4,395,971	3.3671	1,307,932	406,913	99,657	239,996		6,887,639	3.6356	1,459	5,164		3.1	3.4704	108

NEW JERSEY — Metropolitan County Areas

Atlantic City 8	133.5	.0911	42.3	158,303	.1212	43,142	13,879	5,042	5,903		201,610	.1067	1,510	4,766			.1079	118
(b) Northeastern, New Jersey 82(b)	3,454.2	2.3560	968.7	3,268,396	2.5034	992,929	321,900	73,895	184,793		5,368,850	2.8421	1,554	5,542			2.6437	112
Trenton 127	230.0	.1570	60.8	235,866	.1807	63,392	28,622	5,051	12,870		337,020	.1784	1,465	5,543			.1748	111

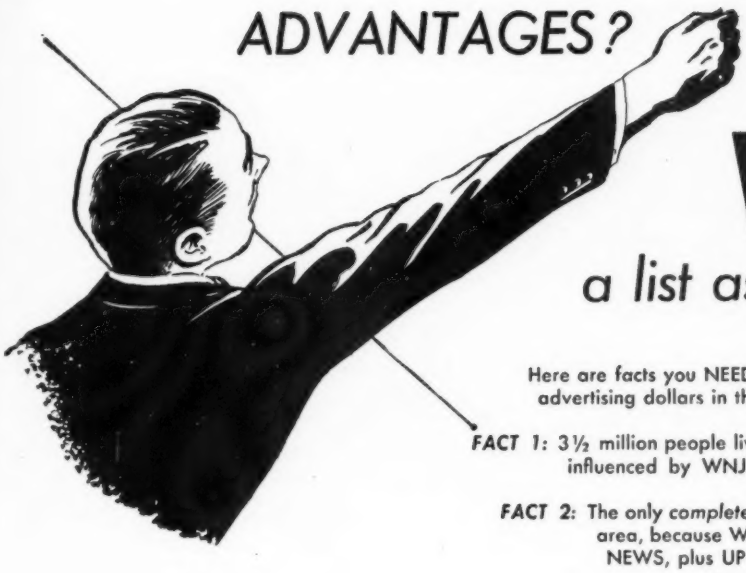
NEW JERSEY — Multiple Cities

Passaic—Clifton	126.9	.0866	34.4	134,930	.1033	35,454	8,396	2,353	12,219		202,142	.1070	1,593	5,876			.1019	118

*Withheld to avoid disclosure.

© SM, 1949.

Before using these figures, see explanation page 19.



WNJR has a list as long as your arm!

Here are facts you NEED to help you get the greatest effectiveness for your advertising dollars in the four billion dollar North Jersey market.

FACT 1: 3½ million people live in the North Jersey area and can be reached and influenced by WNJR.

FACT 2: The only *complete* local, regional and worldwide news coverage in the area, because WNJR uses the incomparable facilities of the NEWARK NEWS, plus UP and INS.

FACT 3: 5000 watts full time—as powerful as any station in New Jersey, with program showmanship that makes people want to listen.

FACT 4: Extraordinary promotion *pluses* offered by no other station in the area.

Send for one of our reps. Ask him to explain ALL the *plus* factors of **WNJR**.

WNJR
RADIO STATION OF NEWARK EVENING NEWS

5000 Watts
1430 Kilocycles

91 HALSEY STREET NEWARK 2, N. J.

Represented by: **AVERY KNODEL, INC.** *New York Chicago • Atlanta • San Francisco • Los Angeles*

THE 1949 SALES PLANNING MAP

This year's edition of SALES MANAGEMENT'S popular five-color *County Outline Retail Sales Map* of the U. S. provides a graphic guide to all the nation's markets for use in sales and advertising planning. Measuring 37 x 41 inches and suited for either wall or desk use, the 1949 *County Outline Map* is based on "Survey of Buying Power" figures and includes all the following features:

All Metropolitan County Areas outlined in red.

All counties shown in one of five colors according to their 1948 retail sales.

Top counties with sales over ¼ billion marked with a star.

472 leading U. S. cities shown with an index to their latest population level.

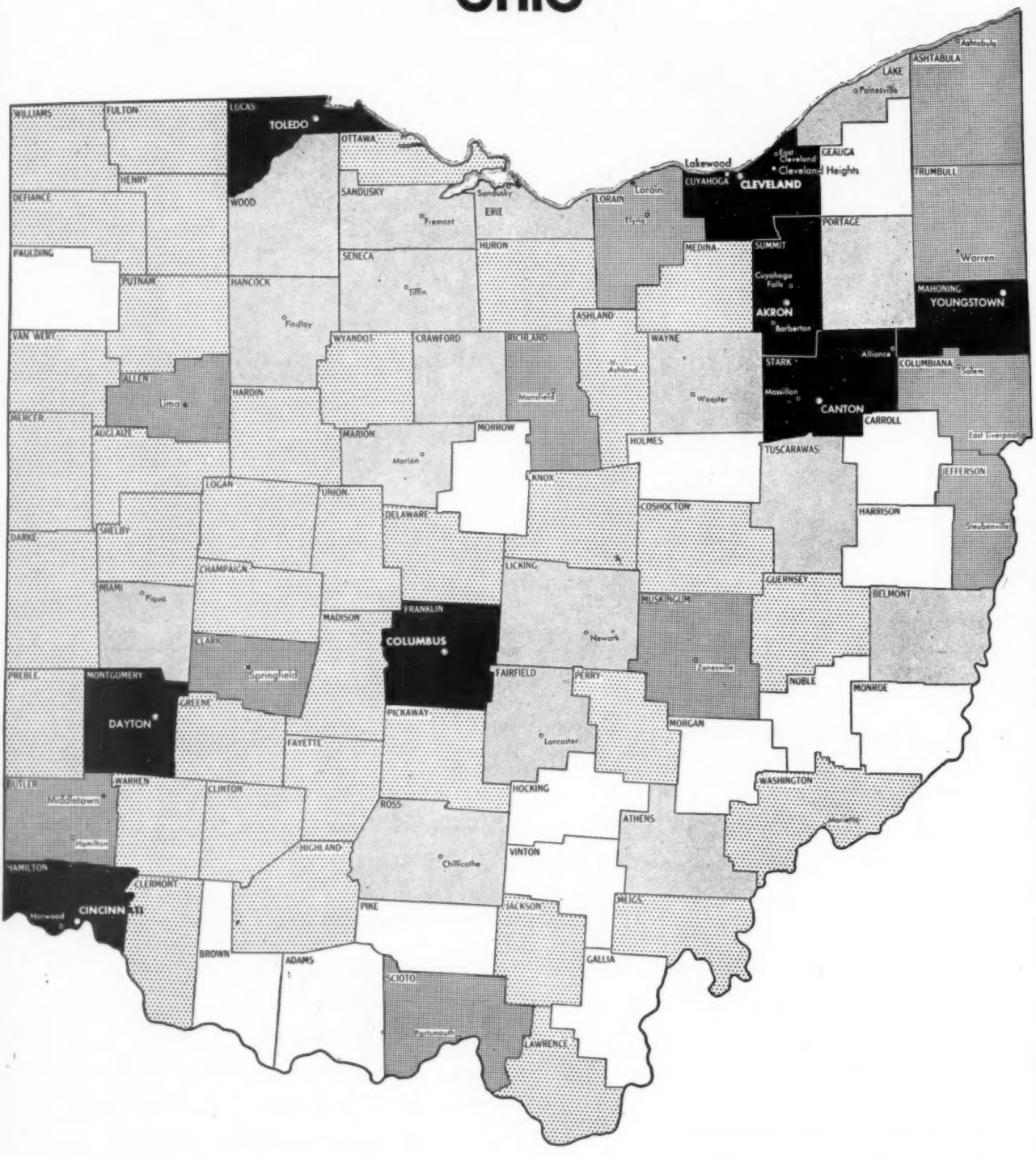
Blown up projections of congested areas.

Orders will be accepted now for copies of the 1949 *County Outline Retail Sales Map.* The price is $3.50 each, or $2.50 each in quantities of two or more. All maps will be mailed postpaid in heavy mailing tubes.

Sales Management

386 Fourth Avenue
New York 16, N. Y.

OHIO



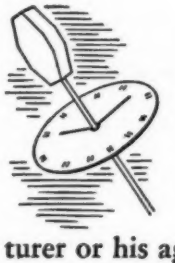
Cities shown are those having retail sales of $15.0 million or more in 1946

- 1946 Retail Sales in Excess of $100 Million
- 1946 Retail Sales $50.0 Million to $99.9 Million
- 1946 Retail Sales $25.0 Million to $49.9 Million
- 1946 Retail Sales $10.0 Million to $24.9 Million

Copyright by
Sales MANAGEMENT



and then, ADVERTISING



Although "time on the air" is the main product sold by WLW, it is seldom the first thing discussed when a manufacturer or his agency brings a selling problem to The Nation's Station. Rather, the talk is apt to be about distribution, product, package, display, selling appeal . . . *and then, advertising.*

For at WLW it is accepted that advertising can be truly effective only when other factors are right. And with service facilities found at no other radio station, plus manpower and know-how to do the job, WLW is often in a position to help in many, many ways.

Many success stories have been written at WLW by manufacturers both large and small. And these manufacturers have not only sold goods in WLW-land; they have learned lessons invaluable for use throughout the country.

WLW-land is not north nor south—not east nor middle west. It is made up of parts of all these varied sections, just as America is made up of the sections as a whole. WLW-land is neither industrial nor agricultural. It is both. WLW-land is neither rich nor poor. It is a combination. The folks who live here typify the people of the entire land. It is an ideal proving ground. When you know what will work here, you can be pretty sure it will work elsewhere in America.

So, if you have a selling problem, why not talk it over? Simply contact any of these WLW Sales Offices:

140 West 9th St. *630 Fifth Avenue*
Cincinnati 2, Ohio *New York 20, N.Y.*

360 N. Michigan *6381 Hollywood Blvd.*
Chicago 1, Ill. *Hollywood 28, Calif.*

WLW SERVICE FACILITIES INCLUDE . . .

People's Advisory Council
to determine program preferences and for general consumer market studies.

Consumer's Foundation
to determine consumer reaction to products and packaging.

Merchandising Departments
to stimulate dealer cooperation, check distribution, report attitudes, etc.

Test Stores
to check potential buying responses, effectiveness of new packaging, displays, etc.

Buy Way
monthly merchandising newspaper for retailers and wholesalers.

Specialty Sales
senior drug sales force to help secure basic distribution or supplement current sales or distribution.

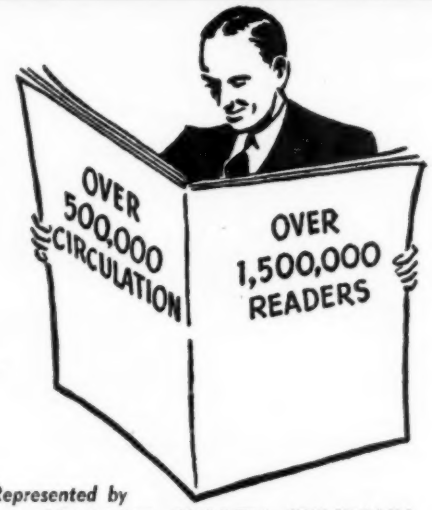
WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation

529,503
DAILY CIRCULATION IN WEALTHY OHIO

Non-metropolitan Ohio is a highly industrialized market of almost 4,000,000 people—bigger than most states. And it is dominated by the 49 newspapers of the Ohio Select List with 529,503 daily circulation and over 1,500,000 daily readers. This market cannot be reached by the metropolitan newspapers. If you are interested in an extra 1,500,000 *daily* readers, then write and we will give complete facts.



Represented by
JOHN W. CULLEN COMPANY
1319 Terminal Tower Cleveland 13, Ohio
Chicago New York Cincinnati

East North Central States

OHIO

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City	County
Akron	Summit
Alliance	Stark
Ashland	Ashland
Ashtabula	Ashtabula
Athens	Athens
Barberton	Summit
Bellaire	Belmont
Bellefontaine	Logan
Bowling Green	Wood
Bucyrus	Crawford
Cambridge	Guernsey
Canton	Stark
Chillicothe	Ross
Cincinnati	Hamilton
Cleveland	Cuyahoga
Cleveland Heights	Cuyahoga
Columbus	Franklin
Conneaut	Ashtabula
Coshocton	Coshocton
Cuyahoga Falls	Summit
Dayton	Montgomery
Defiance	Defiance
Delaware	Delaware
Dover	Tuscarawas
East Cleveland	Cuyahoga
East Liverpool	Columbiana
Elyria	Lorain
Findlay	Hancock
Fostoria	Seneca
Fremont	Sandusky
Greenville	Darke
Hamilton	Butler
Ironton	Lawrence
Kent	Portage
Lakewood	Cuyahoga
Lancaster	Fairfield
Lima	Allen
Lorain	Lorain
Mansfield	Richland
Marietta	Washington
Marion	Marion
Martins Ferry	Belmont
Massillon	Stark
Medina	Medina
Middletown	Butler
Mount Vernon	Knox
Newark	Licking
New Philadelphia	Tuscarawas
Niles	Trumbull
Norwalk	Huron
Norwood	Hamilton
Painesville	Lake
Piqua	Miami
Portsmouth	Scioto
Ravenna	Portage
Salem	Columbiana
Sandusky	Erie
Shaker Heights	Cuyahoga
Sidney	Shelby
Springfield	Clark
Steubenville	Jefferson
Tiffin	Seneca
Toledo	Lucas
Troy	Miami
Urbana	Champaign
Van Wert	Van Wert
Warren	Trumbull
Washington Court House	Fayette
Wilmington	Clinton
Wooster	Wayne
Xenia	Greene
Youngstown	Mahoning
Zanesville	Muskingum

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S.A. Potential	Quality of Market Index
Adams	19.8	.0135	5.9	8,805	.0067	2,873	371	185	280		13,350	.0071	674	2,263	C	59.1	.0083	61
Allen 159	92.9	.0634	27.4	86,443	.0662	17,154	15,041	2,165	3,690		120,584	.0638	1,298	4,401	B	11.8	.0644	102
◆Lima	55.2	.0376	16.9	69,845	.0535	13,017	14,315	1,931	3,067	G	79,543	.0422	1,441	4,707			.0447	119
Ashland	31.6	.0216	9.6	30,936	.0237	6,577	3,016	484	2,037		38,752	.0205	1,226	4,037	C	24.0	.0217	100
Ashland	15.4	.0105	5.0	20,820	.0159	4,319	2,779	333	1,898	H	21,431	.0113	1,392	4,286			.0125	119
Ashtabula	74.2	.0507	22.6	69,526	.0532	17,128	7,288	1,049	2,519		97,054	.0514	1,308	4,294	B	21.4	.0518	102
Ashtabula	30.4	.0208	8.9	32,817	.0252	8,097	5,204	568	1,816	H	41,526	.0220	1,366	4,666			.0227	109
Conneaut	12.2	.0083	3.8	12,236	.0094	3,605	1,371	253	267	H	14,433	.0076	1,183	3,798			.0083	100
Athens	44.5	.0303	13.1	34,191	.0262	10,047	2,021	768	1,108		42,832	.0227	963	3,270	E	16.1	.0253	83
Athens	9.2	.0063	3.1	17,882	.0136	3,919	1,313	508	794	H	12,935	.0069	1,406	4,173			.0088	140

◆ See end of state "New Metropolitan County Areas."

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Before using these figures, see explanation page 19.

Strengthen Your Position In

Cincinnati

. . . The most loyal market in America
. . . And one of the richest!

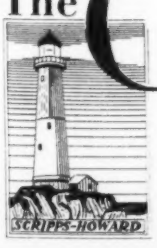
SERVED BY AN EXCELLENT PAPER

Cincinnati has the qualities that give permanency to advertising investment . . . that make it possible to build sales on a firm market foundation . . . that give assurance of adequate and long range return to all advertising expenditures.

Its population is not subject to frequent change and its business is not subject to "boom and bust." Its people have won international fame in the fields of music, education and the arts . . . And its industry has won equally high recognition. Sometimes called "The Machine Tool Center of the World," it nevertheless has representation in more than 60% of the major industry classifications of the United States. This wide diversification of industry makes Cincinnati practically "depression-proof."

Sales Management's Quality of Market Index for Cincinnati is 138 and the 1948 net effective buying income per Cincinnati family was $5443. Few other markets of the nation can match Cincinnati in stability and loyalty.





The Cincinnati Post

THE NEWSPAPER FOR **ACTIVE** CINCINNATIANS

Robert K. Chandler, Manager, General Advertising

CINCINNATI 2, OHIO

Represented by the General Advertising Department of Scripps-Howard Newspapers

CLEVELAND'S

WHK

DOES THE JOB!

GREATEST AMOUNT OF LOCAL BUSINESS

MOST SPONSOR PROMOTION

LARGEST REGIONAL STATION COVERAGE

AT LOWEST TIME RATES

"RETAILERS' CHOICE IN CLEVELAND"
Represented by Paul H. Raymer Co.
BASIC MUTUAL IN CLEVELAND

OHIO — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S.A. Potential	Quality of Market Index
Auglaize	30.1	.0208	9.1	21,415	.0164	5,215	1,468	358	858	.....	32,406	.0171	1,077	3,561	B	31.3	.0176	85
Belmont	94.1	.0642	26.1	61,627	.0472	22,071	3,958	1116	2,998	.....	81,584	.0432	867	3,126	D	12.2	.0486	76
●Martins Ferry	16.2	.0111	4.7	13,619	.0105	4,733	*	309	1,195	H	15,501	.0082	957	3,298	.....	.....	.0095	88
●Bellaire	14.3	.0097	4.0	13,804	.0106	4,485	1,129	370	691	H	14,440	.0076	1,010	3,610	.....	.....	.0089	92
Brown	21.4	.0146	6.7	11,261	.0087	2,823	270	210	321	.....	15,528	.0082	726	2,318	B	55.8	.0096	66
Butler	145.8	.0995	41.7	125,095	.0958	35,169	14,011	3,164	7,092	.....	193,974	.1027	1,330	4,652	B	7.2	.1000	101
▲Hamilton	61.4	.0419	18.1	65,050	.0498	17,678	8,334	1,786	3,771	H	85,530	.0453	1,393	4,725	.....	.....	.0460	110
▲Middletown	44.5	.0304	12.8	47,285	.0362	12,840	5,441	1,242	3,129	G	68,265	.0361	1,534	5,333	.....	.....	.0350	115
Carroll	17.5	.0120	4.9	9,048	.0069	2,374	437	138	307	.....	12,540	.0067	717	2,559	E	31.5	.0078	65
Champaign	29.0	.0198	8.9	20,195	.0155	4,949	987	694	824	.....	30,834	.0163	1,063	3,464	B	35.8	.0168	85
Urbana	9.6	.0066	2.9	12,784	.0098	2,890	734	555	666	H	12,118	.0064	1,262	4,179	.....	.....	.0075	114
Clark	122.8	.0838	36.2	104,050	.0797	29,254	14,434	2,711	5,516	.....	176,586	.0935	1,438	4,878	B	8.8	.0874	104
▲Springfield	96.6	.0659	29.4	96,038	.0735	23,922	14,082	2,678	5,424	G	145,190	.0769	1,503	4,938	.....	.....	.0737	112
Clermont	38.4	.0249	11.2	21,108	.0161	6,576	875	447	506	.....	28,534	.0151	784	2,548	C	31.3	.0174	70
Clinton	29.2	.0199	9.5	22,148	.0170	4,982	1,078	309	794	.....	30,524	.0161	1,045	3,213	B	38.3	.0171	86
Wilmington	8.4	.0057	2.8	12,248	.0094	2,341	708	212	681	H	10,898	.0058	1,297	3,892	.....	.....	.0069	121
Columbiana	98.4	.0672	28.1	86,998	.0667	24,565	8,558	2,157	5,441	.....	124,968	.0662	1,270	4,447	B	11.4	.0666	99
East Liverpool	26.2	.0179	7.8	36,191	.0278	9,823	5,100	940	3,281	H	37,938	.0201	1,448	4,864	.....	.....	.0220	123
Salem	15.0	.0103	4.5	21,480	.0164	5,665	2,616	435	984	H	26,925	.0142	1,795	5,983	.....	.....	.0141	137
Coshocton	33.8	.0230	10.2	24,539	.0188	6,461	2,238	521	1,255	.....	34,674	.0183	1,026	3,399	C	26.3	.0194	84
Coshocton	14.0	.0095	4.3	19,287	.0148	5,114	2,238	*	*	H	18,411	.0098	1,315	4,282	.....	.....	.0112	118
Crawford	39.2	.0268	12.3	34,468	.0264	8,055	2,225	*	2,099	.....	48,951	.0259	1,249	3,980	B	21.9	.0262	98
Bucyrus	11.4	.0078	3.7	14,201	.0109	3,206	1,147	*	1,021	H	15,321	.0081	1,344	4,141	.....	.....	.0089	114
Cuyahoga	1,426.8	.9738	420.2	1,550,676	1.1877	389,870	292,488	44,760	82,885	.....	2,516,329	1.3321	1,764	5,988	B	0.7	1.2170	125
▲Cleveland	924.0	.6307	272.2	1,293,263	.9905	309,586	263,485	33,096	76,487	A	1,633,208	.8646	1,768	6,000	.....	.....	.8556	136

▲ See end of state "Metropolitan County Areas." * Withheld to avoid disclosure. ● See end of state "Multiple Cities."

Before using these figures, see explanation page 19.

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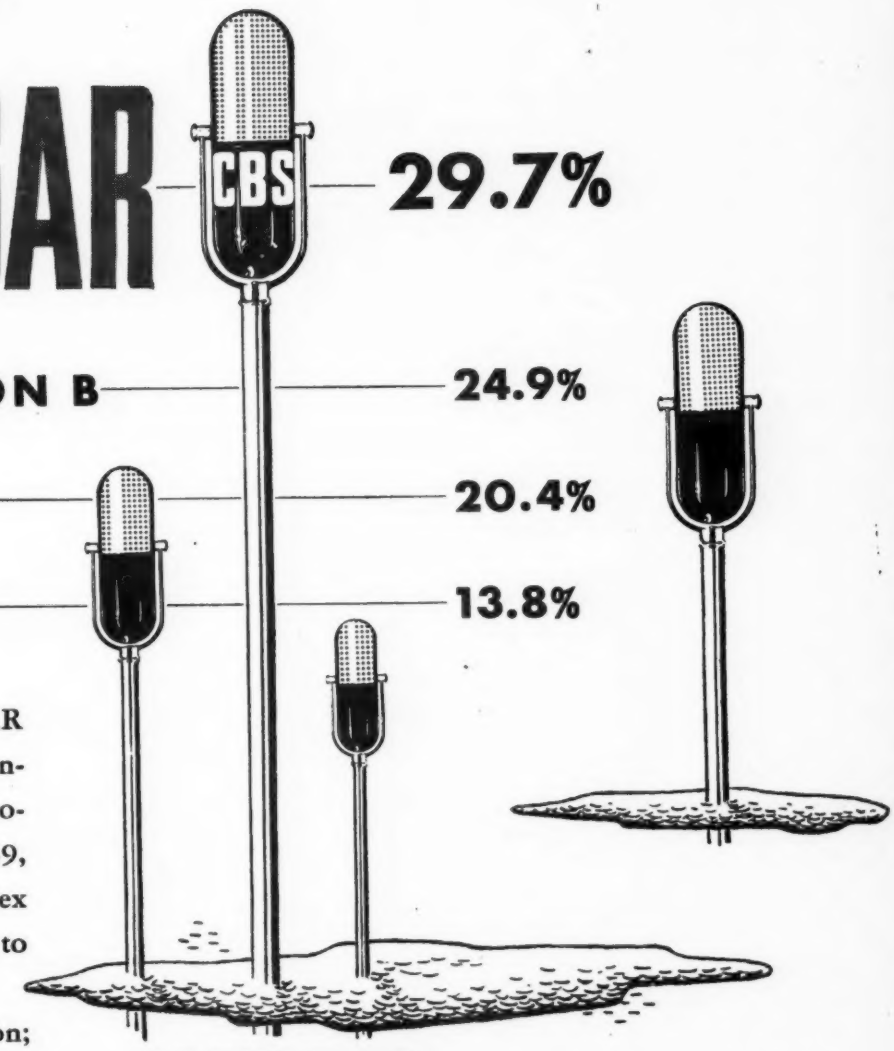
Stands Out..... in cleveland

Hooper Reports: **WGAR** — CBS — **29.7%**

STATION B — **24.9%**

STATION C — **20.4%**

STATION D — **13.8%**



Month after month, WGAR stands out as Cleveland's listening habit. And now, the October, 1948, thru February, 1949, Hooper Station Listening Index shows that WGAR *continues* to deliver more Cleveland listeners than any other station; and that Cleveland's Friendly Station is *first in every time period!*

WGAR 50,000 WATTS CLEVELAND

MOST POWERFUL SIGNAL OF ANY CLEVELAND STATION *in Cleveland...in Akron...in Canton*

Represented Nationally by EDWARD PETRY & COMPANY

THE CATHOLIC
Universe Bulletin
Official Weekly Newspaper of Cleveland Diocese
Cathedral Square, 1027 Superior Ave., N.E.
CLEVELAND 14, OHIO

MEMBER AUDIT BUREAU OF CIRCULATIONS

MEMO TO FOOD PRODUCTS ADVERTISERS--
The big Economy-Size Family Package in the Cleveland Area is the U-B..reaching 63,618 families (A.B.C. Audit Report), one of every 1.7 Catholic and one of every 8.9 total families in the ''best location in the nation''. Take the INTIMATE approach to a great family market which *spends $133,571,000 a year in Food Stores alone.

*Based on Sales Management's Survey of Buying Power, 1949 Edition. Write for complete FACTS based on same source.

A. J. Wey
General Manager

OHIO — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Lakewood	74.6	.0510	23.4	65,128	.0499	16,364	5,363	2,700	1,006	H	145,807	.0771	1,955	6,231	.....	.....	.0637	125
Cleveland Heights	69.0	.0471	19.1	49,621	.0380	19,960	1,018	2,855	1,272	H	168,612	.0893	2,444	8,828	.....	.....	.0655	139
East Cleveland	44.5	.0303	14.5	31,014	.0238	6,066	422	1,290	1,729	H	95,038	.0503	2,136	6,554	.....	.....	.0384	127
Shaker Heights	38.5	.0263	9.8	15,506	.0119	5,270	*	805	415	.....	95,858	.0508	2,490	9,781	.....	.....	.0342	130
Darke	**41.4**	**.0283**	**13.0**	**30,757**	**.0235**	**6,974**	**1,451**	**768**	**1,372**	.....	**38,752**	**.0205**	**936**	**2,981**	**A**	**41.4**	**.0230**	**81**
Greenville	9.0	.0062	3.1	14,948	.0114	3,255	1,215	410	673	H	11,200	.0059	1,244	3,613	.....	.....	.0076	123
Defiance	**27.5**	**.0187**	**8.2**	**21,171**	**.0163**	**5,199**	**1,527**	**360**	**805**	.....	**30,523**	**.0162**	**1,110**	**3,722**	**B**	**33.0**	**.0167**	**89**
Defiance	12.0	.0081	3.6	14,332	.0110	3,704	1,292	271	642	H	16,361	.0086	1,363	4,545	.....	.....	.0092	114
Delaware	**27.2**	**.0186**	**8.5**	**20,912**	**.0160**	**4,683**	**903**	*	**646**	.....	**28,714**	**.0152**	**1,056**	**3,378**	**B**	**38.4**	**.0161**	**87**
Delaware	10.1	.0069	3.4	15,265	.0117	3,106	868	309	628	H	14,356	.0076	1,421	4,222	.....	.....	.0087	126
Erie	**50.2**	**.0343**	**15.2**	**48,235**	**.0370**	**11,931**	**5,105**	**1,519**	**2,655**	.....	**75,551**	**.0400**	**1,505**	**4,970**	**C**	**13.4**	**.0380**	**111**
Sandusky	33.0	.0226	9.9	36,176	.0277	8,985	4,814	1,261	2,392	H	54,252	.0288	1,644	5,480	.....	.....	.0272	120
Fairfield	**50.8**	**.0346**	**15.0**	**36,429**	**.0279**	**9,974**	**3,596**	**780**	**1,739**	.....	**57,179**	**.0303**	**1,126**	**3,812**	**B**	**22.2**	**.0304**	**88**
Lancaster	25.1	.0171	7.7	28,086	.0215	7,109	3,541	718	1,213	H	33,018	.0174	1,315	4,288	.....	.....	.0186	109
Fayette	**22.5**	**.0154**	**6.8**	**21,122**	**.0162**	**4,618**	**2,254**	**299**	**530**	.....	**28,103**	**.0148**	**1,249**	**4,133**	**B**	**38.9**	**.0153**	**99**
Washington Court House	11.9	.0081	3.8	18,630	.0143	3,604	2,254	*	529	H	15,739	.0084	1,323	4,142	.....	.....	.0101	125
Franklin 29	**468.2**	**.3196**	**137.9**	**542,792**	**.4157**	**123,572**	**81,585**	**15,516**	**33,716**	.....	**729,756**	**.3864**	**1,559**	**5,292**	**B**	**2.8**	**.3818**	**119**
▲Columbus	360.0	.2458	109.4	498,826	.3820	102,348	80,777	13,062	33,143	C	563,760	.2984	1,566	5,153	.....	.....	.3130	127

▲ See end of state "Metropolitan County Areas." *Withheld to avoid disclosure. Before using these figures, see explanation page 19.

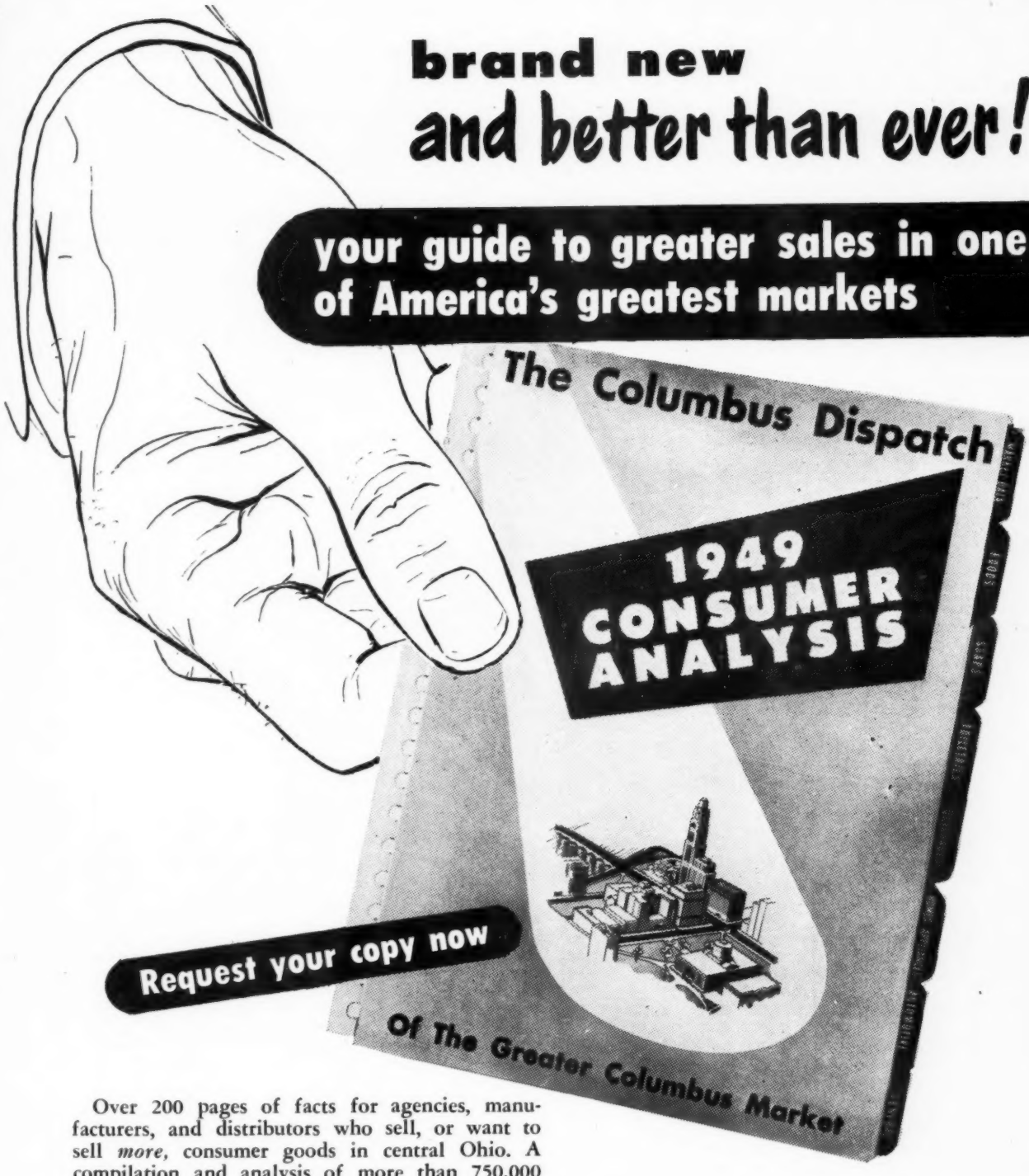
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LOOK BEFORE YOU WRITE

Most of the questions readers will ask about the Survey of Buying Power have been answered in the introduction beginning on page 19. So before you write, wire or call the editors, re-read this section. Chances are that we will refer you to these pages anyway.

brand new and better than ever!

your guide to greater sales in one of America's greatest markets



Request your copy now

Over 200 pages of facts for agencies, manufacturers, and distributors who sell, or want to sell *more,* consumer goods in central Ohio. A compilation and analysis of more than 750,000 answers to questions asked a 3% cross-section of all the families in Greater Columbus. It tells their buying habits and brand preferences . . . reflects those habits and preferences in a 12-county area.

Eight sections cover foods, drugs, soaps, toiletries, beverages, home appliances, automotive and general consumer goods. Another gives valuable market data. What's more, you get a 3-year comparison of brand preferences — a clear indication of trends.

You need this big guide if you are selling or plan to sell in this market — ranked as one of America's best. You'll get these facts from no other source than the Columbus Dispatch — the paper that reaches 102,582 of the 107,393 families in ABC-designated Greater Columbus daily — the only single paper that reaches the consumer buyers in 5,698 square mile, 12-county central Ohio. Address your request to General Advertising.

THE COLUMBUS DISPATCH

Ohio's Greatest Home Newspaper

National representatives: **O'Mara & Ormsbee, Inc.** New York Chicago Detroit Los Angeles San Francisco

LORAIN, OHIO

One of the World's Great Inland Ports.
"Where Coal and Iron Meet."

The Largest and Most Important Market Between Cleveland and Toledo.

You can reach more than 99% of the families in Lorain thru THE LORAIN JOURNAL

City Population 58,000. Retail Sales $51,548,000.
Effective Buying Income per Family $5,181.64.
Food Sales $15,796,000. General Merchandise $6,099,000.
Drug Sales $1,238,000. Furniture-Household-Radio $3,539,000.
Source—This Issue Sales Management.

Standard AAAA Market Data Folder Ready. Write for Copy to The Lorain Journal or any Lorenzen and Thompson Office.

Evening except Sunday

THE LORAIN JOURNAL

Established 1879

Net Paid Circulation as of December 31, 1948, 20,690

OHIO — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES					SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)								FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Fulton	26.1	.0178	8.0	21,485	.0164	4,717	648	358	744		29,309	.0155	1,123	3,664	B	43.0	.0162	91
Gallia	25.4	.0174	7.2	12,954	.0099	3,040	936	138	579		19,008	.0100	748	2,640	E	44.1	.0115	66
Geauga	18.3	.0124	5.3	13,181	.0101	3,404	431	222	113		18,519	.0098	1,012	3,494	C	38.7	.0104	84
Greene	50.0	.0342	15.3	26,868	.0206	7,458	1,983	681	995		33,677	.0179	674	2,201	B	23.6	.0220	64
Xenia	15.0	.0102	5.0	16,362	.0126	3,804	1,838	410	956	H	11,542	.0061	769	2,308			.0089	87
Guernsey	42.0	.0286	12.7	25,627	.0196	7,208	3,219	530	1,314		38,348	.0203	913	3,019	E	24.9	.0218	78
Cambridge	21.3	.0145	6.6	18,785	.0144	4,478	3,130	449	1,237	H	23,440	.0124	1,100	3,552			.0134	92
Hamilton	733.0	.5004	230.3	788,167	.6037	199,453	117,328	21,631	42,362		1,250,420	.6619	1,706	5,430	C	1.6	.6121	122
▲Cincinnati	509.0	.3475	165.5	657,331	.5034	134,712	113,910	19,361	38,964	B	900,886	.4769	1,770	5,443			.4590	132
Norwood	36.0	.0246	10.9	40,984	.0314	11,552	1,694	1,048	725	F	65,816	.0349	1,828	6,038			.0318	129
Hancock	41.0	.0280	12.5	34,823	.0267	8,951	2,454	693	2,231		39,772	.0211	970	3,182	B	26.1	.0242	88
Findlay	25.2	.0172	8.2	28,068	.0215	6,541	2,361	659	1,984	H	26,209	.0139	1,040	3,196			.0168	98
1Fostoria (See Seneca Co.)																		
Hardin	29.3	.0200	9.2	19,772	.0151	5,463	969	496	1,256		26,892	.0142	918	2,923	B	39.8	.0156	78
Harrison	19.8	.0135	5.9	10,530	.0081	3,587	649	148	397		16,745	.0089	846	2,838	E	29.3	.0096	71
Henry	25.3	.0173	7.4	17,592	.0135	4,085	1,047	346	556		23,890	.0126	944	3,228	B	48.0	.0138	80
Highland	29.3	.0200	9.2	21,887	.0167	5,928	835	385	650		29,846	.0158	1,019	3,244	B	41.4	.0169	85
Hocking	18.3	.0125	5.2	12,581	.0097	3,870	986	259	492		16,791	.0089	918	3,229	F	18.5	.0099	79
Holmes	18.3	.0125	5.1	10,562	.0081	1,777	236	188	359		15,566	.0082	851	3,052	B	53.8	.0090	72
Huron	34.2	.0233	10.4	33,604	.0257	7,124	2,000	703	1,213		40,792	.0216	1,193	3,922	B	25.6	.0232	100
Norwalk	10.2	.0069	3.4	13,341	.0103	2,308	911	358	473	H	13,583	.0072	1,332	3,995			.0081	117
Jackson	26.1	.0178	7.5	19,139	.0147	5,464	1,578	1,042	662		26,534	.0141	1,017	3,538	E	22.0	.0150	84
Jefferson	99.2	.0677	26.0	88,170	.0675	23,760	13,158	2,240	4,773		129,754	.0687	1,308	4,991	E	4.5	.0681	101
Steubenville	43.6	.0298	11.7	61,895	.0474	13,314	11,879	1,863	4,293	G	73,886	.0391	1,695	6,315			.0397	133
Knox	32.4	.0221	10.3	27,861	.0213	6,129	2,724	555	1,134		32,633	.0173	1,007	3,168	B	29.1	.0195	88
Mt. Vernon	14.3	.0098	4.6	19,307	.0148	4,118	2,555	459	933	H	14,914	.0079	1,043	3,242			.0104	106
Lake	63.5	.0434	18.1	52,970	.0406	15,527	3,119	1,375	1,270		68,327	.0361	1,076	3,775	D	11.7	.0389	90
Painesville	15.7	.0107	4.5	24,949	.0191	5,764	2,228	681	737	H	18,653	.0098	1,188	4,145			.0128	120
Lawrence	47.9	.0327	12.6	22,383	.0172	6,718	2,089	412	1,301		38,080	.0202	795	3,022	E	21.2	.0218	67
Ironton	19.9	.0136	5.6	17,840	.0136	4,872	*	*	1,301	H	20,726	.0110	1,042	3,701			.0123	90
Licking	70.9	.0484	22.3	57,718	.0442	15,665	5,981	1,233	3,257		86,947	.0460	1,228	3,899	B	20.2	.0459	95
Newark	39.9	.0272	12.6	44,270	.0339	11,562	5,759	1,105	3,095	H	57,656	.0305	1,445	4,576			.0309	114
Logan	32.2	.0220	10.1	25,533	.0195	6,411	2,261	348	1,032		31,613	.0167	982	3,130	B	30.9	.0186	85
Bellefontaine	11.5	.0078	3.6	15,958	.0123	3,536	2,060	225	775	H	14,826	.0079	1,289	4,118			.0092	118
Lorain	130.6	.0891	37.3	114,551	.0877	32,954	11,695	2,619	6,101		191,516	.1014	1,466	5,134	B	9.4	.0948	106
◆†Lorain	53.2	.0364	14.3	51,548	.0394	15,796	6,099	1,238	3,539	H	80,482	.0426	1,513	5,628			.0404	111

1 Fostoria is in Hancock and Seneca Counties.
◆ See end of state "New Metropolitan County Areas."
† Later reliable estimates place Lorain population at 58,000.
▲ See end of state "Metropolitan County Areas."
*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.
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adv.

For market data of major Metropolitan Areas, see page 133.



"That's nothing. I know a big space buyer who can blow 'Solid Cincinnati reads The Cincinnati Enquirer' in smoke rings"

Also Slightly Spectacular:

• **The Cincinnati Enquirer** *has the largest circulation* of any Cincinnati newspaper. Daily Enquirer circulation was 170,658 as of Sept. 30, 1948 . . . up 49.3% over 10 years ago. (Paper A had a circulation of 153,124, up 3.0%, and Paper B, 156,017, up 1.8%.) Sunday Enquirer circulation was 237,330 . . . up 21.5%.*

• **The Cincinnati Enquirer** *carries more advertising linage* than any other Cincinnati newspaper. In 1948, The Enquirer carried 22,656,377 lines of advertising . . . or 41.0% of the total placed in Cincinnati newspapers. Paper A carried 28.1%, Paper B, 30.9%. The Enquirer carried 3,592,599 lines of *General Display Advertising* . . . or 41.1% of the total, as compared with 24.6% for Paper A and 34.3% for Paper B.**

• **The Enquirer** *has the lowest milline rate in Cincinnati.*

Solid Cincinnati reads The CINCINNATI ENQUIRER

*Source: ABC Publishers' Statements. **Source: Media Records.

Represented by Moloney, Regan & Schmitt, Inc.

Discovered! A Spot

where people Buy MORE!

Dayton, Ohio

Mr. Advertiser, follow the arrow to one of America's truly great market places: Where people buy more, because they have more to spend.

• People buy more in Dayton *because they have more to spend*. The average pay of Dayton's industrial workers is the highest in the state. Effective buying income in Dayton is 16% over the national figure.

People buy more in Dayton *because they go places and do things*. This is shown by the fact that passenger car registrations in Montgomery County have increased 15.8% since 1941, or *twice* the increase of any other metropolitan area in Ohio.

Dayton is an active market, a responsive market, because people have money to spend and are spending it now. To reach those who are eager and able to buy, use The Daily News (every evening and Sunday) and the Journal Herald (every morning except Sunday).

Mr. National Advertiser: You're not giving your advertising dollar a chance if Dayton is not on your list. Place Dayton, one of America's truly great market places, FIRST on your list.

The DAYTON NEWS and JOURNAL HERALD

(EVENING AND SUNDAY) (MORNING EXCEPT SUNDAY)

Represented Nationally by Sawyer, Ferguson, Walker Company

NEW YORK • CHICAGO • DETROIT • ATLANTA • LOS ANGELES • SAN FRANCISCO

OHIO — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Elyria	33.8	.0230	10.3	38,375	.0294	10,203	4,887	942	1,921	H	52,574	.0278	1,555	5,104	.....	.....	.0273	119
Lucas.....125	380.2	.2595	115.6	423,960	.3248	101,881	76,652	12,897	21,118	.....	612,215	.3241	1,610	5,296	B	2.4	.3114	120
▲Toledo	317.5	.2168	96.5	388,347	.2975	90,585	75,148	12,807	20,772	D	511,175	.2706	1,610	5,297	.....	.....	.2679	124
Madison	23.8	.0163	7.0	17,559	.0135	4,966	667	296	602	.....	24,795	.0131	1,042	3,542	B	43.1	.0139	85
Mahoning.....139	259.4	.1771	66.1	259,979	.1991	63,652	41,842	5,100	12,499	.....	381,059	.2018	1,469	5,765	C	3.1	.1961	111
▲2Youngstown	178.7	.1219	45.6	231,901	.1776	47,471	39,850	4,404	11,198	E	278,772	.1476	1,560	6,113	.....	.....	.1515	124
Marion	51.8	.0353	15.7	43,900	.0336	11,173	7,035	1,060	2,116	.....	62,005	.0328	1,197	3,949	B	16.5	.0335	95
Marion	36.1	.0247	11.0	39,422	.0302	9,631	*	996	1,915	H	46,461	.0246	1,287	4,224	.....	.....	.0263	106
Medina	38.3	.0262	11.3	32,987	.0253	7,373	716	644	1,103	.....	42,832	.0227	1,118	3,780	B	28.2	.0242	92
Medina	6.0	.0041	1.9	13,162	.0101	2,542	336	348	583	.....	7,152	.0038	1,192	3,764	.....	.....	.0058	141
Meigs	23.0	.0157	6.8	14,712	.0112	3,902	1,417	222	450	.....	22,831	.0121	993	3,358	E	34.4	.0126	80
Mercer	27.0	.0184	7.5	20,293	.0156	4,002	1,020	286	703	.....	28,463	.0140	980	3,528	B	40.1	.0154	84
Miami	58.6	.0400	17.8	50,584	.0388	13,000	5,212	1,291	*	.....	76,414	.0404	1,304	4,293	B	17.8	.0398	100
Piqua	20.5	.0140	6.6	21,650	.0166	5,095	3,606	647	1,100	H	26,486	.0140	1,292	4,013	.....	.....	.0148	106
Troy	12.6	.0086	3.8	14,720	.0112	3,632	1,248	483	537	H	20,508	.0109	1,628	5,397	.....	.....	.0105	122
Monroe	17.4	.0119	4.9	6,347	.0048	1,993	421	49	208	.....	9,718	.0052	559	1,983	E	50.9	.0064	54
Montgomery.....33	372.0	.2539	109.6	385,595	.2953	92,593	63,540	10,753	23,493	.....	565,112	.2991	1,519	5,156	B	3.5	.2889	114
▲Dayton	257.4	.1757	78.3	345,108	.2644	71,894	62,888	9,105	22,518	D	410,435	.2172	1,595	5,242	.....	.....	.2231	127
Morgan	11.9	.0081	3.7	7,112	.0055	1,826	539	111	182	.....	9,706	.0052	816	2,623	E	49.5	.0059	73
Morrow	16.6	.0114	5.2	7,860	.0060	2,076	253	86	230	.....	12,250	.0064	738	2,356	C	50.1	.0073	64

▲ See end of state "Metropolitan County Areas."
2 Youngstown is in Mahoning and Trumbull Counties.

*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

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Looking For Something? The Table of Contents is on Pages 1, 3 and 5.

READY NOW!



TOLEDO BLADE MARKET MAP for 1949

The current edition of this useful and informative map folder, revised and brought up to date, embodies the latest statistical data on the entire Toledo 14-County Retail Trading Area, Ohio's Double-Value Market.

A Wealth of Data, including—

Number of families by counties
Percent of Toledo Blade coverage
Total Retail Sales—1948
Food Sales—1948
Gen. Merchandise Sales—1948
Drug Store Sales—1948
House Furnishings Sales—1948

Listing of Individual Cities and Towns in the 12 Ohio counties and 2 Michigan counties including population, The Blade's circulation, and percent of coverage.

• • •

One or more copies on request.

TOLEDO BLADE

One of America's Great Newspapers
—in One of America's Great Cities

REPRESENTED BY MOLONEY, REGAN & SCHMITT, INC.
MEMBER OF AMERICAN NEWSPAPER ADVERTISING NETWORK

Cover Southeastern Ohio

- W H I Z has 273,600 population in its 7 BMB counties.
- W H I Z has over 200 million dollars in retail sales in its 7 BMB counties.
- W H I Z has the HIGHEST Share of Audience—morning, noon and night—of any NBC Hooperated station. (Nov.-Dec. Hooper Station Listening Index.)



OHIO — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Codo	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Muskingum	74.6	.0509	22.6	68,524	.0525	16,986	7,580	1,909	4,195		91,087	.0483	1,221	3,995	D	14.0	.0501	98
Zanesville	42.5	.0290	13.3	57,697	.0442	13,190	7,442	1,495	3,956	G	60,690	.0322	1,428	4,563			.0352	121
Noble	11.9	.0081	3.6	5,793	.0044	1,462	287	*	174		9,028	.0047	759	2,508	E	58.9	.0053	65
Ottawa	26.5	.0195	8.4	21,920	.0168	6,244	455	299	719		30,190	.0160	1,059	3,594	C	25.9	.0169	87
Paulding	15.1	.0103	4.6	9,882	.0076	2,558	269	173	211		14,590	.0077	966	3,172	B	49.3	.0082	80
Perry	28.5	.0194	8.4	17,494	.0134	5,812	880	311	450		27,939	.0148	980	3,326	E	19.0	.0153	79
Pickaway	30.1	.0206	9.2	16,533	.0126	4,368	1,147	296	858		23,032	.0122	765	2,503	B	42.7	.0140	68
Pike	14.4	.0098	3.7	6,119	.0047	2,109	269	62	*		9,004	.0048	625	2,434	E	47.1	.0058	59
Portage	57.0	.0389	16.2	37,120	.0285	10,695	2,192	696	1,845		47,931	.0254	841	2,959	B	23.0	.0290	75
●Kent	10.6	.0072	3.1	13,067	.0100	3,902	868	432	881		11,687	.0061	1,103	3,770			.0075	104
●Ravenna	10.6	.0073	3.2	14,662	.0112	3,984	1,104	*	646		11,703	.0062	1,104	3,657			.0079	108
Preble	26.1	.0178	8.2	18,031	.0138	4,435	421	234	495		26,497	.0140	1,015	3,231	B	42.3	.0147	83
Putnam	23.8	.0163	6.7	16,713	.0128	3,371	432	247	1,013		27,202	.0144	1,143	4,060	B	51.3	.0143	88
Richland	83.7	.0571	24.6	82,147	.0629	18,942	10,390	1,796	5,183		125,048	.0662	1,494	5,083	B	11.1	.0634	111
Mansfield	46.1	.0314	14.1	64,979	.0498	14,308	10,022	1,533	4,454	G	77,817	.0412	1,688	5,519			.0418	133
Ross	55.0	.0375	15.8	38,578	.0296	9,859	3,606	1,103	2,490		61,545	.0326	1,119	3,895	B	22.8	.0327	87
Chillicothe	27.6	.0189	8.4	31,325	.0240	7,739	3,421	981	2,412	H	40,820	.0216	1,479	4,860			.0218	115
Sandusky	46.7	.0319	14.1	39,390	.0301	9,520	3,531	809	1,957		63,921	.0338	1,369	4,533	B	22.5	.0323	101
Fremont	17.6	.0120	5.6	25,130	.0192	5,551	3,332	568	1,328	H	28,706	.0152	1,631	5,126			.0158	132

● See end of state "Multiple Cities." *Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

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Mr. W. J. Staab, Manager, Media Department, FULLER SMITH & ROSS, says about the Survey of Buying Power: *"The data contained in this book is very helpful in laying out sales and advertising programs; in fact the book is an invaluable aid."*

PROOF *of a* GREAT NEWSPAPER

Since July 1936, when the Vindicator became Youngstown's only newspaper, the Vindicator's circulation

HAS INCREASED

100% DAILY

180% SUNDAY

A single newspaper, a single campaign, at a single low cost, will do the job you need in this Ohio market, where sales at retail in 1948 exceeded $500,000,000.

87,000 DAILY

127,000 SUNDAY

Youngstown Vindicator

KELLY-SMITH CO. *National Representatives*

SERVING TWO WELL-BALANCED MARKETS

Where industry, agriculture and commerce provide year 'round buying power



PLUS
Lawrence
Adams
Pike
Jackson
Lewis (Ky.)
Greenup (Ky.)

For The PORTSMOUTH MARKET *Look Below To* SCIOTO COUNTY

For The CANTON MARKET *Look Below To* STARK COUNTY

PLUS
Tuscarawas
Carroll
Holmes
Portage
Summit
Wayne
Columbiana

FOR THE PORTSMOUTH MARKET LOOK TO WPAY 1400 K.C. CBS 250 WATTS

FOR THE CANTON MARKET LOOK TO WHBC 1480 K.C. ABC 5,000 WATTS

BOTH DELIVERING CONSISTENTLY THE MAJOR SHARE OF AUDIENCE!

NEW YORK - CHICAGO - DALLAS - ATLANTA *Represented by* TAYLOR-BORROFF & CO., INC. LOS ANGELES - SAN FRANCISCO - PORTLAND, ORE.

OHIO — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Scioto	89.2	.0809	23.4	65,094	.0499	17,061	9,544	1,453	3,645		93,749	.0498	1,051	4,006	D	10.0	.0520	85
Portsmouth	47.2	.0322	13.5	54,614	.0419	12,815	9,330	1,308	*	G	64,758	.0343	1,372	4,797			.0362	112
Seneca	49.5	.0338	14.6	43,197	.0331	10,770	4,848	916	2,007		69,003	.0368	1,394	4,726	B	22.5	.0350	104
Tiffin	19.9	.0136	6.2	21,511	.0164	4,886	2,321	475	993	H	31,940	.0169	1,605	5,152			.0161	118
1Fostoria	16.8	.0115	5.2	17,581	.0135	4,777	*	347	985	H	26,023	.0138	1,549	5,004			.0133	116
Shelby	27.2	.0186	8.0	20,488	.0157	5,612	2,031	410	715		28,083	.0148	1,032	3,510	B	32.5	.0158	85
Sidney	13.3	.0090	4.1	15,428	.0118	3,936	*	370	601	H	14,604	.0077	1,098	3,562			.0092	102
Stark	284.9	.1944	81.4	275,070	.2107	69,995	37,961	6,162	19,553		412,535	.2184	1,448	5,068	B	5.0	.2113	109
▲†Canton	131.3	.0897	37.5	171,369	.1313	36,984	25,139	3,830	13,390	E	204,697	.1084	1,559	5,459			.1115	124
Massillon	35.0	.0238	10.0	36,860	.0282	6,951	4,436	726	*	H	51,975	.0275	1,485	5,198			.0270	113
Alliance	31.6	.0216	9.3	31,633	.0242	5,472	5,239	786	2,625	H	39,089	.0207	1,237	4,203			.0219	101
Summit	420.6	.2872	120.2	420,278	.3219	110,963	77,847	10,863	20,961		689,132	.3648	1,638	5,733	D	2.0	.3364	117
▲Akron	310.0	.2116	88.6	349,671	.2679	91,974	75,579	9,207	18,419	D	522,930	.2768	1,687	5,902			.2611	123
Barberton	31.1	.0213	8.4	25,218	.0193	6,267	1,604	543	2,010	H	49,107	.0260	1,579	5,846			.0231	108
Cuyahoga Falls	29.4	.0200	8.5	18,912	.0145	5,424	625	575	335	H	53,916	.0286	1,834	6,343			.0227	114
Trumbull	139 158.4	.1067	42.1	116,882	.0894	34,683	11,953	2,603	5,512		208,950	.1106	1,336	4,963	B	7.4	.1035	97
▲2Youngstown (See Mahoning Co.)																		
Warren	65.0	.0444	18.1	69,426	.0532	13,585	10,575	2,115	3,687	H	107,380	.0568	1,652	5,933			.0532	120
Niles	21.3	.0145	5.6	15,401	.0117	4,500	1,082	356	758	H	28,308	.0150	1,329	5,055			.0139	96

1 Fostoria is in Hancock and Seneca Counties.
2 Youngstown is in Mahoning and Trumbull Counties.
† Reliable later estimates place Canton population at 137,500.

▲ See end of state "Metropolitan County Areas."
*Withheld to avoid disclosure.

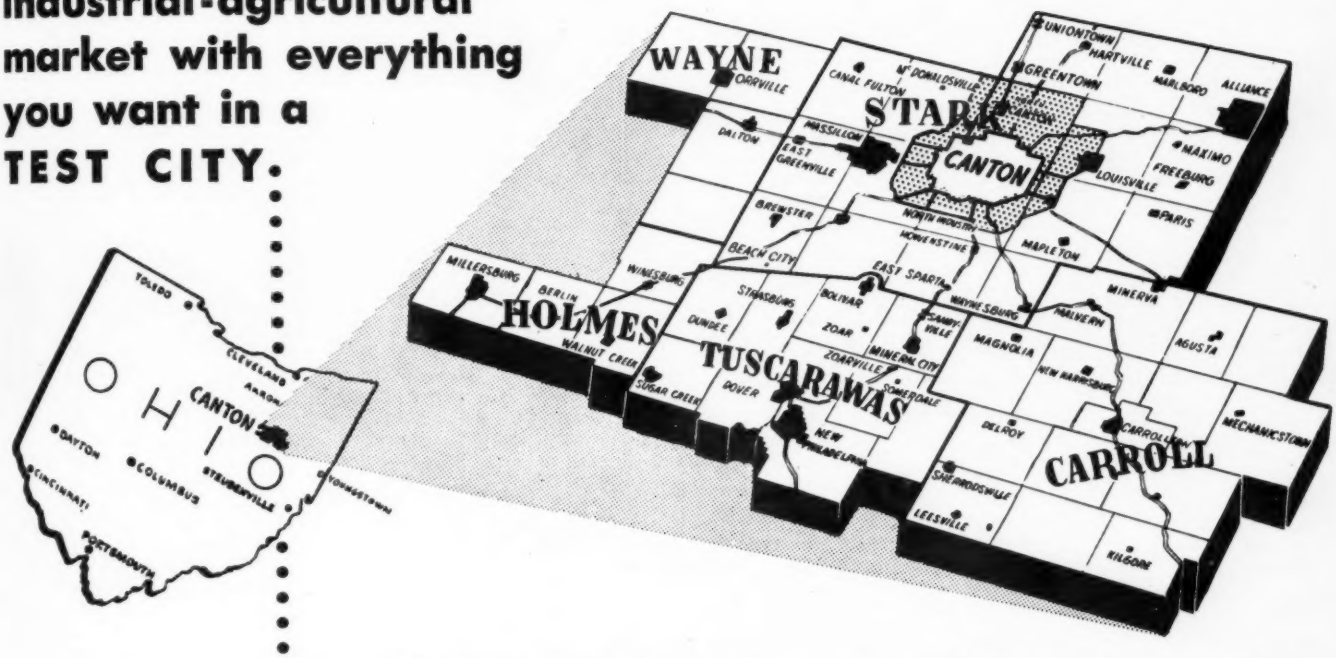
Before using these figures, see explanation page 19.

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An Index to all Sections and States is on page 5.

make your TEST in CANTON, Ohio

A balanced industrial-agricultural market with everything you want in a TEST CITY.



and complete coverage with one medium

The Canton Repository has an ABC circulation of 60,000 concentrated in the compact Canton Trading Area. Local loyalty to this one newspaper does the rest—makes your sales message a SELLING message. For 134 years, The Repository has been read, its advertisements acted upon, in Canton and trading area.

MODERATE SIZE—144,600 population in the city zone, 340,000 in the compact trading area. Distribution problems are minimized.

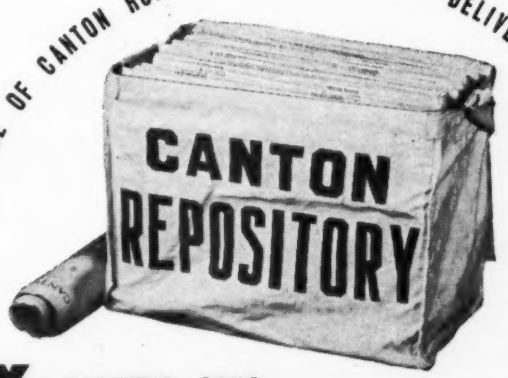
INDUSTRIAL DIVERSIFICATION—Over 200 different industries stabilize Canton's payrolls. Everything from steel, printing presses and roller bearings to household sweepers and cleaning compounds.

AGRICULTURAL IMPORTANCE—Canton is a trading center for one of Ohio's richest farming areas, for Stark County is first in Ohio in rural population.

DESIRABILITY AS A MARKET—Retail sales in Canton for 1948 reached $171,369,000,* in Stark County as a whole $275,070,000.* Effective buying income per family in Canton is $5,459,* in Stark County $5,068.* The rest of the Canton Trading Area is equally fertile.

**1949 Sales Management Survey of Buying Power*

100% COVERAGE OF CANTON HOMES . . . 99.3% CARRIER DELIVERED



A BRUSH-MOORE NEWSPAPER

THE CANTON REPOSITORY CANTON, OHIO

REPRESENTED NATIONALLY BY STORY, BROOKS AND FINLEY



It Pays To Advertise FOOD In The Tribune

OHIO — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Tuscarawas	71.3	.0487	20.9	60,277	.0461	16,707	5,444	1175	2,990		79,544	.0422	1,116	3,806	C	13.6	.0447	92
New Philadelphia	14.2	.0097	4.4	17,721	.0136	5,430	2,225	383	889	H	19,329	.0102	1,361	4,393			.0111	114
Dover	11.2	.0077	3.5	15,792	.0121	3,454	936	299	226	H	12,886	.0069	1,151	3,682			.0086	112
Union	21.4	.0146	6.7	17,445	.0134	3,389	508	225	435		23,902	.0126	1,117	3,567	B	44.2	.0132	90
Van Wert	24.5	.0167	7.6	21,514	.0165	5,314	2,242	383	699		34,485	.0183	1,408	4,538	B	33.2	.0174	104
Van Wert	11.5	.0078	3.9	15,619	.0120	3,454	2,176	346	541	H	17,243	.0091	1,499	4,421			.0097	124
Vinton	9.5	.0065	2.6	3,629	.0028	1,212	18		*		5,538	.0029	583	2,130	F	33.0	.0036	55
Warren	36.4	.0248	10.7	21,969	.0168	6,146	1,398	420	438		30,543	.0162	839	2,854	B	28.0	.0181	73
Washington	44.2	.0302	13.5	28,829	.0220	6,768	3,828	839	1,032		47,913	.0253	1,084	3,549	D	30.4	.0253	84
Marietta	19.6	.0134	6.3	22,227	.0170	4,987		535	*	H	27,518	.0145	1,404	4,368			.0150	112
Wayne	54.8	.0374	15.6	48,593	.0372	9,815	5,084	1017	1,573		64,248	.0340	1,172	4,118	B	29.1	.0358	95
Wooster	14.0	.0096	4.4	25,317	.0194	4,766	3,894	521	904	H	18,953	.0101	1,354	4,308			.0128	133
Williams	27.0	.0185	8.8	24,312	.0186	5,430	1,070	420	1,058		29,574	.0157	1,095	3,361	B	33.7	.0171	92
Wood	53.2	.0363	15.7	37,413	.0287	11,277	3,298	844	840		57,108	.0302	1,073	3,637	A	26.8	.0310	85
Bowling Green	8.5	.0058	2.9	13,805	.0106	3,040	2,622	197	313	H	12,678	.0067	1,492	4,372			.0077	133
Wyandot	19.1	.0130	5.8	16,941	.0130	3,388	532	323	313		23,391	.0124	1,225	4,033	B	40.8	.0127	98
Total Above Cities	4,715.0	3.2185	1,411.2	5,834,679	4.4691	1,349,797	947,919	154,413	328,723		7,678,553	4.0649	1,629	5,441			4.0175	125
State Total	7,852.8	5.3604	2,311.3	7,372,726	5.6471	1,865,115	1,041,842	186,056	380,803		11,133,671	5.8939	1,418	4,817		11.0	5.7132	107

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*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

FOR THE BENEFIT OF ALL we've tried to give you the information needed to understand the figures in the Survey of Buying Power. So if you are confused or in doubt as to the sources of our figures, please run through the introduction beginning on page 19, again.

ONE and ONLY ONE Newspaper INFLUENCES BUYING in this RICH OHIO MARKET



In the compact Akron Market of over a half million population, you'll find the second highest effective family buying income in the state of Ohio. You will also find only ONE daily and Sunday newspaper, but that newspaper offers complete coverage of this rich area.

It stands to reason that buyers must see and read your advertising before they know what you have to sell. A look at the records shows there is but one way to reach this wealth of spendable income. The Beacon Journal is a must on every thinking advertiser's list.

AKRON BEACON JOURNAL

JOHN S. KNIGHT, PUBLISHER

REPRESENTED NATIONALLY BY: STORY, BROOKS & FINLEY

Columbus-ideal test city

Columbus, Ohio, and WBNS offer you all of the elements for a successful test of your advertising.

1. Columbus and the rich surrounding area, both effectively covered by WBNS, have an above average buying power that quickly rings cash registers when a new product is introduced.

2. Columbus is the capital of Ohio with diversified industry plus a prosperous agriculture in the trading zone. This assures a consistent, predictable economy.

3. Columbus, in the center of Ohio with a network of railroads and highways to all parts of the state and nation. The city is the distributive outlet for 32 counties.

4. The most consistently listened to station in the Columbus area is WBNS with its 163,550 families who have the money to buy and BUY WBNS ENDORSED PRODUCTS. (During 1948 WBNS was successfully used by four advertisers for test campaigns.)



ASK JOHN BLAIR

WBNS

POWER 50,000 • 10,000 • CBS

OHIO — Metropolitan County Areas

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

AREAS	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Akron.....1	477.6	.3261	136.4	457,398	.3504	121,658	80,039	11,559	22,606	.....	373,063	.3902	1,543	5,404	.....	.....	.3654	112
Canton.....18	264.9	.1944	81.4	275,070	.2107	69,995	37,961	6,162	19,553	.....	412,535	.2184	1,448	5,068	.....	.....	.2113	109
Cincinnati.....25	935.7	.6388	290.5	960,590	.7356	256,774	128,638	27,694	51,136	.....	1,518,442	.8037	1,623	5,227	.....	.....	.7501	117
Cleveland.....26	1,490.1	1.0172	438.3	1,603,646	1.2283	405,397	295,587	46,135	84,155	.....	2,584,656	1.3682	1,735	5,897	.....	.....	1.2559	123
Columbus.....29	468.2	.3198	137.9	542,792	.4157	123,572	81,585	15,516	33,716	.....	729,756	.3864	1,559	5,292	.....	.....	.3818	119
Dayton.....33	372.0	.2539	109.6	385,595	.2953	92,593	63,540	10,753	23,493	.....	565,112	.2991	1,519	5,156	.....	.....	.2889	114
Hamilton-Middletown...51	145.8	.0995	41.7	125,095	.0958	35,169	14,011	3,164	7,092	.....	193,974	.1027	1,330	4,652	.....	.....	.1000	101
Springfield, Ohio118	122.8	.0838	36.2	104,050	.0797	29,264	14,434	2,711	5,516	.....	176,586	.0935	1,438	4,878	.....	.....	.0874	104
Toledo.....125	380.2	.2595	115.6	423,960	.3248	101,881	76,652	12,897	21,118	.....	612,215	.3241	1,610	5,296	.....	.....	.3114	120
Youngstown....139	525.1	.3584	137.7	465,382	.3565	122,377	64,157	9,695	23,063	.....	729,367	.3862	1,389	5,297	.....	.....	.3718	104

OHIO — New Metropolitan County Areas

Lima.....159	92.9	.0634	27.4	86,443	.0662	17,154	15,041	2,165	3,690	.....	120,584	.0638	1,298	4,401	.....	.....	.0644	102
Lorain.....160	130.6	.0891	37.3	114,551	.0877	32,954	11,695	2,619	6,101	.....	191,516	.1014	1,466	5,134	.....	.....	.0948	106

OHIO — Multiple Cities

Martins Ferry—Bellaire.....	30.5	.0208	8.7	27,423	.0111	9,218	*	*	1,890	.....	29,941	.0158	982	3,441	.....	.....	.0184	88
Ravenna—Kent....	21.2	.0145	6.3	27,729	.0212	7,886	1,972	*	1,527	.....	23,390	.0123	1,103	3,713	.....	.....	.0154	106

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*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

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To Schedule Your Advertising And Sales Campaigns Most Effectively

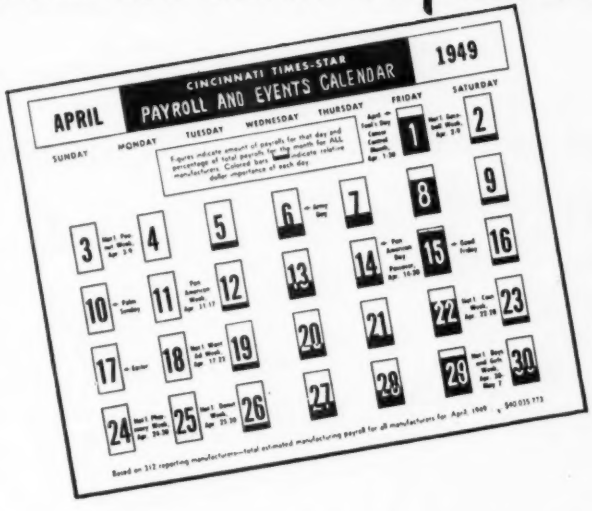
...you need to know

When Cincinnatians are paid



• Goods and services are in greatest demand when money is in greatest supply. An obvious fact, perhaps, yet the reason why it is important to know *when* workers get paid. Armed with this information, you can schedule your advertising and sales campaigns so that they can be acted on during the 24-hour period when people have the greatest amount of money to spend.

And how much they receive



• Just as important as "when" is "how much." Since the Times-Star's Payroll Poll is based on manufacturers' own payrolls, it tells, quickly and accurately, the *total volume* of wages and salaries due to be paid out on any given day of the week or month. This day-to-day estimate of purchasing power in Cincinnati is available only through the Times-Star's Payroll Poll.

The 12th Annual Payroll Poll is ready now. If you have not been receiving the Annual Reports and Monthly Supplements in the past, we'll be delighted to add your name to the mailing list. Please write the Times-Star office nearest you.

CINCINNATI TIMES-STAR'S 12th ANNUAL PAYROLL POLL

CHICAGO 1, ILLINOIS
333 North Michigan Ave.
Fred D. Burns, Mgr.

NEW YORK 17, N. Y.
60 East 42nd Street
Albert H. Parker, Mgr.

WEST COAST REPRESENTATIVE
The John E. Lutz Co., Chicago 11,
435 North Michigan Ave.



1948

RETAIL SALES:
3rd for Wisconsin cities with estimated sales of $91,347,000.00.

POPULATION:
4th for Wisconsin cities with estimated population of 59,000.

EFFECTIVE BUYING INCOME:
4th for Wisconsin cities estimated at $88,736,000.00.

IN GREEN BAY THEY ALL LOOK AT THE PRESS-GAZETTE

99.8% coverage of the city zones 19,253 dwelling units.

66% coverage of the 48,716 dwelling units in the five county trading area (Brown, Door, Kewaunee, Oconto and Shawano Counties).

GREEN BAY PRESS GAZETTE

WISCONSIN

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City	County	City	County	City	County
Antigo	Langlade	La Crosse	La Crosse	Rhinelander	Oneida
Appleton	Outagamie	Madison	Dane	Sheboygan	Sheboygan
Ashland	Ashland	Manitowoc	Manitowoc	Stevens Point	Portage
Beaver Dam	Dodge	Marinette	Marinette	Superior	Douglas
Beloit	Rock	Marshfield	Wood	Watertown	Jefferson
Chippewa Falls	Chippewa	Menasha	Winnebago	Waukesha	Waukesha
Eau Claire	Eau Claire	Milwaukee	Milwaukee	Wausau	Marathon
Fond du Lac	Fond du Lac	Monroe	Green	Wauwatosa	Milwaukee
Green Bay	Brown	Neenah	Winnebago	West Allis	Milwaukee
Janesville	Rock	Oshkosh	Winnebago	Wisconsin Rapids	Wood
Kenosha	Kenosha	Racine	Racine		

COUNTIES / CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Adams	7.2	.0049	2.1	3,179	.0024	798	*	*	*		4,790	.0025	665	2,281	E	62.2	.0030	61
Ashland	23.2	.0158	6.3	20,698	.0159	4,857	2,174	223	1,149		25,941	.0138	1,118	4,118	E	22.9	.0149	94
Ashland	12.5	.0085	3.4	15,689	.0120	3,544	2,108	*	892	H	17,558	.0093	1,405	5,164			.0100	118
Barron	32.8	.0224	8.8	28,031	.0215	3,726	1,898	351	560		31,928	.0169	973	3,628	A	53.4	.0194	87
Bayfield	13.1	.0089	3.7	8,482	.0065	2,062	132	115	39		11,574	.0061	884	3,128	E	49.0	.0068	76
Brown 152	101.6	.0694	27.5	119,565	.0916	23,646	14,975	3,165	5,003		141,021	.0747	1,388	5,128	B	18.4	.0787	113
◆Green Bay	59.0	.0403	16.5	91,347	.0700	18,796	14,285	2,748	4,704	E	88,736	.0470	1,504	5,378			.0526	131
Buffalo	14.7	.0100	4.1	9,229	.0070	1,564	236	101	257		12,775	.0067	869	3,116	B	61.7	.0075	75
Burnett	9.2	.0063	2.6	5,477	.0042	848		54	*		6,785	.0036	738	2,610	E	62.7	.0043	68
Calumet	16.3	.0111	4.2	12,676	.0097	1,879	*	156	446		17,564	.0093	1,078	4,182	B	52.9	.0098	88
Chippewa	40.4	.0276	10.7	32,665	.0250	5,739	856	276	463		39,511	.0209	978	3,693	B	44.7	.0235	85
Chippewa Falls	12.5	.0085	3.6	15,091	.0115	2,727	764	142	293	H	16,362	.0087	1,309	4,545			.0095	112

◆ See end of state "New Metropolitan County Areas." *Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

© SM, 1949.

A 100,000-PLUS MARKET —

Madison, Wis.

142nd IN POPULATION, BUT . . .



95th
IN TOTAL RETAIL SALES

78th
IN DRUG SALES

109th
IN FOOD SALES

99th
GENERAL MERCHANDISE

121st
IN WHOLESALE SALES

And we have the evidence! If you haven't seen it, write for the 8th ANNUAL EDITION OF RETAIL SALES TRENDS, a 48-page market book, which substantiates these Sales Management ratings by actual retail sales figures, taken from the State of Wisconsin Income Tax Department records, plus other supporting data. Write today to. . . .

Research and Promotion Department

MADISON NEWSPAPERS, Inc.

THE CAPITAL TIMES THE WISCONSIN STATE JOURNAL

Madison 1, Wisconsin

National Representatives: Jann & Kelley, Inc.

WISCONSIN — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Clark	31.5	.0215	8.3	21,866	.0168	3,576	422	210	503		30,731	.0163	976	3,703	A	64.6	.0175	81
Columbia	35.4	.0242	10.5	31,939	.0245	6,170	1,713	425	1,085		33,125	.0175	936	3,155	A	42.9	.0209	86
Crawford	16.1	.0110	4.3	10,225	.0078	1,912	395	102	264		12,765	.0068	793	2,969	B	54.6	.0079	72
Dane 70	153.4	.1047	44.1	197,392	.1511	40,725	25,678	7,269	10,934		231,174	.1224	1,507	5,242	A	19.0	.1274	122
▲Madison	86.0	.0587	26.3	148,636	.1139	30,169	23,548	6,541	9,893	F	145,684	.0771	1,694	5,539			.0845	144
Dodge	51.5	.0351	14.3	40,267	.0308	8,000	1,515	452	1,491		44,300	.0234	860	3,098	A	40.6	.0280	80
1Watertown (See Jefferson Co.)																		
Beaver Dam	13.5	.0092	4.2	13,650	.0104	2,912	1,318	237	696	H	13,969	.0074	1,035	3,326			.0087	95
Door	24.2	.0165	6.5	17,061	.0131	2,779	593	155	556		21,552	.0114	891	3,316	B	53.6	.0129	78
Douglas 38	51.8	.0354	15.3	51,925	.0398	14,526	4,244	1,678	2,325		65,419	.0347	1,263	4,276	E	14.4	.0364	103
▲Superior	40.2	.0275	11.9	47,096	.0361	13,584	4,244	1,656		F	55,330	.0293	1,376	4,650			.0310	113
Dunn	25.6	.0175	7.0	18,323	.0140	2,743	804	142	300		24,345	.0128	951	3,478	B	59.5	.0141	81
Eau Claire	59.7	.0407	17.1	59,673	.0457	12,132	5,480	1,690	2,517		76,535	.0406	1,282	4,476	B	17.7	.0422	104
Eau Claire	46.0	.0314	13.6	52,990	.0406	9,875	*	1,588	*	G	65,090	.0344	1,415	4,786			.0357	114
Florence	3.6	.0025	1.0	1,973	.0015	632	*	*	*		2,394	.0012	665	2,394	F	45.7	.0016	64
Fond du Lac	65.0	.0444	19.2	68,819	.0527	15,135	6,175	2,418	3,327		88,010	.0466	1,354	4,584	A	28.6	.0480	108
Fond du Lac	30.0	.0204	8.9	42,874	.0328	9,256	5,430	1,894	2,886	H	43,320	.0229	1,444	4,867			.0254	125
Forest	8.9	.0060	2.3	6,626	.0051	1,463	171	61	171		8,382	.0044	942	3,644	F	25.1	.0049	82
Grant	40.6	.0278	11.6	33,299	.0255	6,421	1,028	351	695		40,708	.0216	1,003	3,509	A	52.0	.0240	86
Green	23.6	.0161	7.1	25,103	.0193	4,108	1,489	351	418		27,139	.0144	1,150	3,822	A	48.8	.0161	100
Monroe	7.5	.0051	2.4	13,656	.0105	2,344	*	210	311	H	8,791	.0047	1,172	3,663			.0065	127
Green Lake	14.1	.0096	4.2	13,480	.0103	2,644	486	156	396		18,359	.0097	1,302	4,371	B	45.8	.0099	103
Iowa	18.7	.0127	5.3	12,025	.0092	2,461	237	128	267		16,762	.0089	896	3,163	B	60.6	.0093	77
Iron	8.8	.0061	2.4	7,085	.0054	2,428	290	54	278		8,769	.0046	998	3,654	F	18.8	.0051	84

▲ See end of state "Metropolitan County Areas."
1 Watertown is in Dodge and Jefferson Counties.

*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

© SM, 1949.

KENOSHA'S Buying Power Speaks for Itself:

SALES MANAGEMENT'S new figures on **Kenosha, Wisconsin,** speak for themselves in describing the Kenosha Market as a standout sales target in both size and quality. All we'd like to add right now is that Kenosha's per family income of $5,223 is 15 per cent above the national average, and that its Quality of Market Index of 116 means Kenosha's share of the nation's sales potential is **16 per cent greater** than its population indicates.

The Kenosha Market*

Population	55,400	Effective Buying Income	$80,441,000
Food Sales	$18,136,000	Total Retail Sales	$65,874,000
Drug Sales	$ 2,512,000	Quality of Market Index	116

**Estimates for Corporate City from 1949 Survey of Buying Power*

KENOSHA NEWS KENOSHA, WISCONSIN

Circulation, ABC City & Trading Zone, 17,639 Nat'l Representatives: Jann & Kelley, Inc.

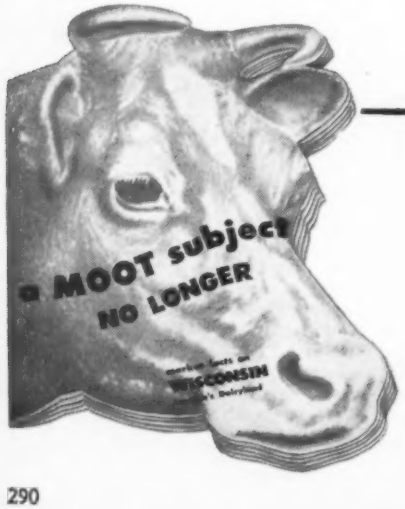
WISCONSIN — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Jackson	14.4	.0098	3.9	11,106	.0085	2,295	343	115	143		14,379	.0076	999	3,687	B	62.6	.0083	85
Jefferson	44.3	.0302	13.1	44,596	.0342	10,380	2,635	507	1,470		49,888	.0264	1,126	3,808	A	33.8	.0295	98
1Watertown	13.1	.0090	4.1	18,195	.0139	4,193	2,030	222	770	H	16,762	.0089	1,280	4,088			.0104	116
Juneau	18.1	.0124	5.1	12,484	.0095	3,176	263	142	331		17,161	.0091	948	3,365	C	51.0	.0099	80
Kenosha 94	73.4	.0501	20.5	75,892	.0582	21,351	7,234	2,599	4,117		100,411	.0532	1,368	4,898	B	10.0	.0541	108
▲Kenosha	55.4	.0378	15.4	65,874	.0505	18,136	7,234	2,512	4,117	H	80,441	.0426	1,452	5,223			.0440	116
Kewaunee	16.6	.0113	4.3	10,606	.0082	1,463	408	88	304		14,357	.0076	865	3,339	B	62.9	.0085	75
La Crosse 156	62.9	.0430	18.0	74,868	.0573	18,436	9,723	1,584	3,773		84,663	.0448	1,346	4,704	B	14.0	.0482	112
◆La Crosse	50.5	.0345	15.0	61,841	.0474	15,598	9,723	1,505	*	G	70,801	.0374	1,402	4,720			.0398	115
Lafayette	18.4	.0125	5.0	13,059	.0100	2,810	225	88	164		18,359	.0097	998	3,672	B	61.2	.0104	83
Langlade	24.0	.0164	6.4	20,545	.0157	4,891	2,055	209	738		27,139	.0144	1,131	4,240	B	32.2	.0152	93
Antigo	12.0	.0082	3.4	16,929	.0129	3,626	2,055	*	738	*H	14,767	.0079	1,231	4,343			.0095	116
Lincoln	20.6	.0141	5.7	17,577	.0135	3,526	1,686	263	514		22,350	.0118	1,085	3,921	D	36.6	.0126	91
Manitowoc	71.1	.0485	19.2	70,256	.0538	17,271	8,461	1,288	2,468		99,540	.0527	1,400	5,184	B	29.2	.0522	108
Manitowoc	30.1	.0205	8.7	40,117	.0308	10,053	4,606	403	2,356	H	47,889	.0253	1,591	5,504			.0260	127
Marathon	77.5	.0529	19.3	65,033	.0498	13,822	6,632	1,205	3,346		87,110	.0461	1,124	4,513	A	38.4	.0486	92
Wausau	31.0	.0212	8.9	44,872	.0343	9,486	*	999	3,069	G	40,920	.0217	1,320	4,598			.0254	120
Marinette	38.0	.0259	10.2	29,775	.0228	6,570	5,468	169	945		37,515	.0199	987	3,678	C	33.1	.0220	85
Marinette	16.9	.0115	4.7	18,609	.0143	3,394	5,297	101	717	H	17,960	.0095	1,063	3,821			.0113	93
Marquette	8.5	.0058	2.5	5,629	.0043	1,381		41	61		7,583	.0040	892	3,033	D	61.1	.0045	78
Milwaukee 74	864.9	.5904	248.7	1,116,013	.8548	282,325	179,437	34,223	61,119		1,449,485	.7673	1,676	5,828	B	1.0	.7581	128
▲Milwaukee	650.4	.4441	192.8	1,004,412	.7693	241,261	175,357	28,967	57,822	B	1,175,111	.6221	1,807	6,095			.6307	142
West Allis	42.2	.0288	11.5	36,828	.0282	12,026	2,397	1,506	1,716	H	74,736	.0395	1,771	6,499			.0340	118

▲ See end of state "Metropolitan County Areas."
1 Watertown is in Dodge and Jefferson Counties.
◆ See end of state "New Metropolitan County Areas."
*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.
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MARKET BLUEPRINT FOR WISCONSIN

To sell Wisconsin you've got to advertise in *Hometown* Markets. The die-cut booklet shown here amplifies this statement. It's a new market blueprint for Wisconsin.

Why not learn the real facts about this rich Wisconsin Market? Write today for your copy of this valuable booklet.

WISCONSIN HOMETOWN DAILIES, 212 FOURTH ST. • RACINE, WIS.

95%



Coverage of America's 12th retail market

The Milwaukee Journal is read regularly in 95% of all homes in the ABC City Zone—based on 1949 occupied dwelling units rather than 1940 Census figures. Moreover, 90% of this circulation is carrier delivered to homes, reaches all the family. This extra-value, home delivered circulation is five times the volume of carrier delivered circulation of any other newspaper in this area, and eight times the total of any magazine.

In the Retail Trading Zone (11 counties) The Milwaukee Journal is read by 71% of all families daily and 75% on Sunday. Excluding the saturation coverage in Milwaukee County, it is still 30% daily and 50% Sunday in the Retail Zone. Average coverage of all urban families in Wisconsin and Upper Michigan (94 cities of 2,500 or more population) is 51% daily and 64% on Sunday. Here is the most complete, most effective coverage available in America's 12th retail market. Combined with a milline rate as low as $1.34, it makes The Milwaukee Journal one of America's prize advertising buys—second in the nation in advertising volume for the six months ending March 1.

THE MILWAUKEE JOURNAL



New Market Data Books on Milwaukee-Wisconsin Market

Standard market and newspaper data folders prepared in conformity with suggestions of the Bureau of Advertising, A.N.P.A. and the American Association of Advertising Agencies are now available from The Milwaukee Journal.

When YOU buy **APPLETON** Wisconsin

(And if you want WISCONSIN - COVERAGE beyond Milwaukee and Madison—YOU do!)

HERE IS PART OF WHAT YOU GET — AND WHAT YOU NEED —

1— More families (21,799) than in any other City Zone Market in the State (excepting only Milwaukee, Madison and Racine).

2— Second highest per capita retail sales in Wisconsin—the people buy! and . . . 79% of the homes are tenant-owned!

3—A Complete Merchandising Program—guaranteeing 75 to 80% tie-in response—plus an annual Survey of Buying Habits of consumers in the area. 1949 Study ready June 15th.

——— For further information please write David A. Lindsey, Mgr., General Advertising ———

Appleton Post-Crescent

WISCONSIN — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Wauwatosa	32.0	.0218	8.9	18,972	.0146	8,299	132	1,249	.....	H	67,616	.0358	2,113	7,597	.....	.....	.0266	122
Monroe	30.7	.0210	8.3	22,326	.0171	4,324	1,146	297	887	.....	27,139	.0144	884	3,270	B	52.1	.0165	79
Oconto	23.6	.0161	6.1	14,265	.0109	3,477	145	115	414	.....	17,558	.0093	744	2,878	B	55.3	.0111	69
Oneida	20.0	.0136	5.7	22,863	.0175	5,456	2,016	284	948	.....	19,156	.0101	958	3,361	E	12.7	.0130	96
Rhinelander	10.3	.0071	2.8	15,387	.0117	3,325	1,779	182	*	H	10,376	.0055	1,007	3,706	.....	.....	.0077	108
Outagamie	78.0	.0533	21.1	84,780	.0650	18,599	10,827	1,862	4,427	.....	102,882	.0545	1,319	4,876	A	24.0	.0573	108
Appleton	32.0	.0218	9.2	53,327	.0409	11,064	10,383	1,382	3,501	G	52,992	.0281	1,656	5,760	.....	.....	.0367	141
Ozaukee	20.0	.0136	5.4	18,516	.0142	3,561	224	142	396	.....	23,935	.0126	1,197	4,432	B	34.8	.0133	98
Pepin	7.2	.0050	1.8	6,013	.0046	1,230	.....	61	150	.....	8,382	.0045	1,164	4,657	D	57.0	.0046	92
Pierce	20.3	.0138	5.3	16,984	.0130	3,029	435	156	400	.....	21,951	.0116	1,081	4,142	B	59.3	.0125	91
Polk	24.3	.0166	6.6	17,999	.0138	2,095	198	250	371	.....	23,957	.0127	986	3,630	B	61.3	.0138	83
Portage	33.9	.0231	8.4	27,190	.0208	6,670	2,108	405	1,137	.....	33,923	.0179	1,001	4,038	B	39.9	.0198	86
Stevens Point	18.5	.0126	4.7	20,991	.0161	5,041	*	365	1,085	H	19,157	.0101	1,036	4,076	.....	.....	.0124	98
Price	15.4	.0106	4.2	13,136	.0101	1,945	236	142	72	.....	16,363	.0087	1,063	3,896	D	49.0	.0095	90
Racine	103.7	.0707	29.0	115,009	.0881	33,143	10,968	3,786	6,139	.....	154,617	.0818	1,491	5,332	B	9.7	.0815	115
▲Racine	75.2	.0514	21.6	89,937	.0688	25,794	10,115	3,382	5,418	G	116,485	.0617	1,549	5,393	.....	.....	.0618	120

▲ See end of state "Metropolitan County Areas." *Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

© SM, 1949.





WISCONSIN HAS ALL THIS

(According to Sales Management)

Wisconsin's Effective Buying Income is up 11.2% over last year—a gain of $385 million making this great state a $4,364,047,000 market. Here's real purchasing power! Here's a per family income of $4,660—better than the United States average by $129.

Look at Total Retail Sales—up $327 million over last year—and with a per family average $558 better than the United States average. Yes, Wisconsin families spend $3,689 in retail stores.

Look at Food Sales—up $15 million to reach a total of $798,753,000. And $853 per family—$102 better than the United States average!

Yes, Wisconsin is an unusually good market—so much better than the average—that no manufacturer or distributor can afford to pass it by.

Unusual, too, is Wisconsin's newspaper set-up. Here in this great dairy state the evening field is divided among 37 dailies—but there's only one BIG morning newspaper—the Milwaukee Sentinel.

Here is a newspaper that influences the lives and buying habits of 173,619* daily and 297,007* Sunday reader families. If you want to make a name for your product in Wisconsin, you need that influence!

BUT . . . ONLY ONE BIG MORNING NEWSPAPER

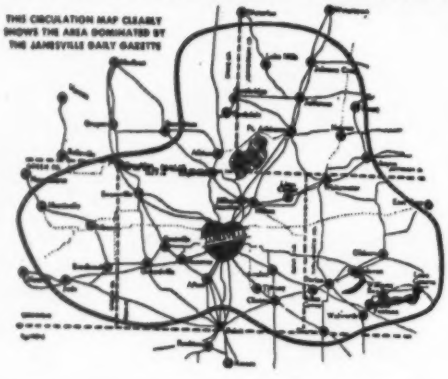
MILWAUKEE SENTINEL

The Newspaper Wisconsin Grew Up With

A HEARST NEWSPAPER—Represented by MOLONEY, REGAN & SCHMITT, INC.

*Publisher's Statement, Sept. 30, 1948.

CIRCULATION OF THE JANESVILLE DAILY GAZETTE



FIGURES MAKE SENSE . . .
THESE FIGURES MAKE A GOOD MARKET!

125,000 Consumers
37,540 Families
$142,625,000 Retail Sales*
$ 34,250,000 Food Sales*
$ 10,625,000 Gen. Mdse. Sales*
$ 2,890,000 Drug Sales*
$ 4,250,000 F.H.R. Sales*
$165,625,000 E.B.I.*

NOTE—In the Farm Income Column of Sales Management survey of buying power, the Gazette-Southern Wisconsin market of 4 counties rates a top *A!*

* Sales Management Effective Buying Income

This compact market can only be effectively reached through the use of the Janesville Gazette—today enjoying an all-time high in excess of 21,000 paid subscriber families. Productive merchandising cooperation, too!

The JANESVILLE DAILY GAZETTE
JANESVILLE, WISCONSIN
GEORGE W. GRESSMAN, ADVERTISING DIRECTOR

WISCONSIN — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES & ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)								FARM				
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Richland	20.3	.0139	5.5	12,657	.0097	2,928	962	210	631		17,561	.0093	865	3,193	B	59.0	.0103	74
Rock	90.0	.0614	26.7	107,160	.0821	28,632	10,452	3,187	3,645		128,610	.0681	1,429	4,817	A	17.4	.0709	115
Beloit	32.0	.0218	9.8	43,720	.0335	12,068	4,780	1,616	1,508	H	48,096	.0254	1,503	4,908			.0271	124
Janesville	26.6	.0182	7.8	39,864	.0306	9,752	5,255	1,212	1,665	F	42,666	.0226	1,604	5,470			.0241	132
Rusk	15.4	.0105	4.0	11,833	.0091	2,477	422	128	353		14,767	.0078	959	3,692	C	58.1	.0087	83
St. Croix	23.5	.0161	6.3	19,320	.0148	3,345	343	237	286		25,941	.0138	1,104	4,118	B	53.0	.0146	91
Sauk	37.0	.0252	10.7	31,459	.0241	6,170	1,581	277	1,006		37,116	.0196	1,003	3,469	B	48.5	.0220	87
Sawyer	9.5	.0065	2.6	8,311	.0063	1,547	145	129	249		10,377	.0055	1,092	3,991	E	41.7	.0059	91
Shawano	30.5	.0209	7.9	22,249	.0171	3,310	659	209	171		27,937	.0148	916	3,536	B	51.4	.0167	80

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Before using these figures, see explanation page 19.

Looking For Something? The Table of Contents is on Pages 1, 3 and 5.

THE No. 1 RADIO STATIONS
IN THE HEART OF AMERICA'S DAIRYLAND

WCLO and WCLO-FM

AFFILIATED WITH THE MUTUAL BROADCASTING SYSTEM AND THE WISCONSIN NETWORK

Southern Wisconsin is America's example of balanced agriculture and industry. Farm and industrial production mean dollars for you. Check your sales potential with these market facts:

Total Population (†)	169,469	Total Retail Sales (*)	$201,839,000
Total Families (†)	47,075	Total Food Sales (*)	53,891,000
14 years and under (†)	40,672	Total Drug Sales (*)	5,981,400
15 to 19 years (†)	13,457	Total General Merchandise (*)	19,658,400
20 to 24 years (†)	13,048	Per Capita Retail Sales (*)	1,191
Total Farm Population (†)	31,775	Per Capita Food Sales (*)	318
Total Farm Families (†)	8,830	Per Capita Drug Sales (*)	35
Total Radio Families (§)	46,133	Per Capita General Mdse. Sales (*)	116
(98% Saturation)		† U. S. Bureau of Census	
Total Farms with Electric Lights (†)	7,064	§ Broadcast Measurement Bureau	
(80% Saturation)		* Sales Management Survey of Buying Power	

LET US PROVE OUR AUDIENCE—WRITE OR WIRE FOR CURRENT HOOPER RATING.

WCLO-Gazette Bldg., Janesville, Wis.

SIDNEY H. BLISS, PRES. VERN WILLIAMS, MGR.

Represented by RAMBEAU

BELOIT'S ONLY FULL-TIME NETWORK STATION

Affiliate MBS & Wisconsin Network

WGEZ—

- Managed and operated by 18 years of radio experience.
- Gets and holds listeners with superior programming.
- Provides new sales for local and national advertisers.
- Will create sales for YOU in one of America's wealthiest markets.
- Proves the audience you'll get; write for Hooper rating.

WGEZ

DELIVERS THIS RICH MARKET OF—

WGEZ Total Population(†)	113,653
Families(†)	31,570
14 years and under(†)	27,275
15 years to 19 years(†)	9,094
20 years to 24 years(†)	8,751
Farm Population(†)	21,310
Farm Families(†)	5,920
Total Radio Families(§)	30,939
Total Farms with Electric Lights(†) (80% Saturation)	4,736
Total Retail Sales(*)	$135,360,732
Total Food Sales(*)	36,141,654
Total Drug Sales(*)	4,977,855
Total General Merchandise(*)	13,183,748
Per Capita Retail Sales(*)	1,191
Per Capita Food Sales(*)	318
Per Capita Drug Sales(*)	35
Per Capita General Mdse. Sales(*)	116

† U. S. Bureau of Census
§ Broadcast Measurement Bureau
* Sales Management Survey of Buying Power

STUDIOS IN THE HILTON HOTEL, BELOIT, WISCONSIN

SIDNEY H. BLISS, PRES. STAN GARDNER, MGR.

Represented by Rambeau

WISCONSIN — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Sheboygan	80.0	.0547	22.3	83,578	.0640	18,652	14,815	2,124	3,765		111,680	.0591	1,396	5,008	B	19.1	.0597	109
Sheboygan	45.5	.0310	13.1	58,421	.0447	12,945	14,332	1,758	2,986	G	70,793	.0375	1,556	5,404			.0384	124
Taylor	17.6	.0120	4.5	10,301	.0079	1,830	170	88	329		14,373	.0076	817	3,194	B	62.3	.0086	72
Trempealeau	24.6	.0168	6.6	15,911	.0121	2,228	422	196	453		21,951	.0117	892	3,326	B	62.2	.0128	76
Vernon	27.5	.0187	7.5	16,832	.0129	3,726	725	237	570		22,748	.0120	827	3,033	A	63.8	.0136	73
Vilas	6.9	.0047	2.0	10,493	.0081	2,628	197	*	147		12,372	.0065	1,793	6,186	G	16.1	.0066	140
Walworth	34.7	.0237	10.6	42,871	.0328	9,681	1,778	412	991		49,489	.0262	1,426	4,669	A	36.4	.0277	117
Washburn	10.1	.0069	2.9	8,654	.0066	2,211	422	155	*		11,175	.0060	1,106	3,853	E	45.8	.0064	93
Washington	30.1	.0206	8.1	24,011	.0184	4,824	1,001	230	710		40,304	.0213	1,339	4,978	B	39.6	.0203	99
Waukesha	74.5	.0508	21.4	66,765	.0511	17,121	4,107	1,813	1,910		74,232	.0393	996	3,469	A	22.7	.0451	89
Waukesha	24.2	.0165	6.8	29,911	.0229	9,051	3,458	1,283	1,122	H	29,135	.0154	1,204	4,285			.0179	108
Waupaca	36.0	.0246	10.0	29,028	.0223	5,573	1,462	331	803		39,512	.0209	1,098	3,951	B	47.6	.0221	90
Waushara	12.7	.0087	3.6	8,541	.0065	1,114	*	129	239		11,175	.0059	880	3,104	C	63.8	.0066	76
Winnebago	90.0	.0614	25.9	97,925	.0750	25,408	7,846	2,752	6,021		124,290	.0658	1,381	4,799	B	14.0	.0677	110
Oshkosh	47.5	.0325	14.5	60,811	.0466	15,821	6,393	1,834	4,478	H	63,460	.0336	1,336	4,377			.0373	115
Neenah	12.5	.0085	3.6	14,101	.0108	3,723	130	564	998	H	21,700	.0115	1,736	6,028			.0107	126
Menasha	12.5	.0085	3.2	10,086	.0077	3,977	165	234	436		19,338	.0102	1,547	6,043			.0091	107
Wood	48.0	.0328	13.0	43,312	.0332	9,148	4,492	757	1,180		46,296	.0245	965	3,561	B	27.5	.0288	88
Wisconsin Rapids	15.1	.0103	4.3	19,187	.0147	3,826	*	466	*	H	15,166	.0081	1,004	3,527			.0105	102
Marshfield	12.4	.0085	3.4	17,022	.0131	3,276	1,830	210	417	H	13,969	.0074	1,127	4,109			.0093	109
Total Above Cities	1,605.1	1.0957	469.0	2,240,443	1.7161	539,542	319,148	66,968	114,594		2,585,176	1.3686	1,611	5,512			1.4186	129
State Total	3,339.7	2.2797	936.4	3,454,816	2.6462	798,753	377,390	83,816	151,835		4,364,047	2.3102	1,307	4,660		25.8	2.4049	105

WISCONSIN — Metropolitan County Areas

Madison 70	153.4	.1047	44.1	197,392	.1511	40,725	25,678	7,269	10,934		231,174	.1224	1,507	5,242			.1274	122
Milwaukee 74	939.4	.6412	270.1	1,182,778	.9059	299,446	183,544	36,036	63,029		1,523,697	.8068	1,622	5,641			.8032	125
Racine-Kenosha 84	177.1	.1208	49.5	190,901	.1463	54,494	18,202	6,385	10,256		255,028	.1350	1,440	5,152			.1356	112
Superior, Wisc.-Duluth, Minn. 38	261.7	.1786	77.5	289,648	.2219	74,999	30,700	7,222	13,792		312,471	.1654	1,194	4,032			.1850	104

WISCONSIN — New Metropolitan County Areas

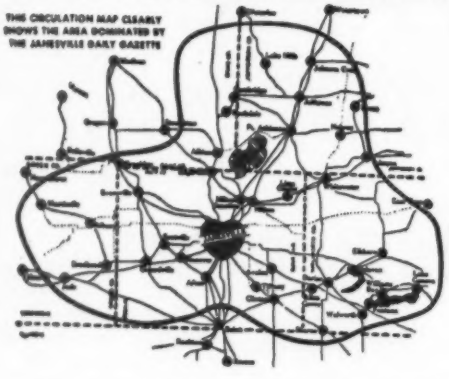
Green Bay 152	101.6	.0694	27.5	119,565	.0916	23,646	14,975	3,165	5,003		141,021	.0747	1,388	5,128			.0787	113
La Crosse 156	62.9	.0430	18.0	74,868	.0573	18,436	9,723	1,584	3,773		84,663	.0448	1,346	4,704			.0482	112

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*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

CIRCULATION OF THE JANESVILLE DAILY GAZETTE



FIGURES MAKE SENSE . . .
THESE FIGURES MAKE A GOOD MARKET!

125,000 Consumers	$ 10,625,000 Gen. Mdse. Sales*
37,540 Families	$ 2,890,000 Drug Sales*
$142,625,000 Retail Sales*	$ 4,250,000 F.H.R. Sales*
$ 34,250,000 Food Sales*	$165,625,000 E.B.I.*

NOTE—In the Farm Income Column of Sales Management survey of buying power, the Gazette-Southern Wisconsin market of 4 counties rates a top *A!*

* Sales Management Effective Buying Income

This compact market can only be effectively reached through the use of the Janesville Gazette—today enjoying an all-time high in excess of 21,000 paid subscriber families. Productive merchandising cooperation, too!

The JANESVILLE DAILY GAZETTE
JANESVILLE, WISCONSIN
GEORGE W. GRESSMAN, ADVERTISING DIRECTOR

WISCONSIN — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES & ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)								FARM				
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Richland	20.3	.0139	5.5	12,657	.0097	2,928	962	210	631		17,561	.0093	865	3,193	B	59.0	.0103	74
Rock	90.0	.0614	26.7	107,160	.0821	28,632	10,452	3,187	3,845		128,610	.0681	1,429	4,817	A	17.4	.0709	115
Beloit	32.0	.0218	9.8	43,720	.0335	12,068	4,780	1,616	1,508	H	48,096	.0254	1,503	4,908			.0271	124
Janesville	26.6	.0182	7.8	39,864	.0306	9,752	5,255	1,212	1,665	F	42,666	.0226	1,604	5,470			.0241	132
Rusk	15.4	.0105	4.0	11,833	.0091	2,477	422	128	353		14,767	.0078	959	3,692	C	58.1	.0087	83
St. Croix	23.5	.0161	6.3	19,320	.0148	3,345	343	237	286		25,941	.0138	1,104	4,118	B	53.0	.0146	91
Sauk	37.0	.0252	10.7	31,459	.0241	6,170	1,581	277	1,006		37,116	.0196	1,003	3,469	B	48.5	.0220	87
Sawyer	9.5	.0065	2.6	8,311	.0063	1,547	145	129	249		10,377	.0055	1,092	3,991	E	41.7	.0059	91
Shawano	30.5	.0209	7.9	22,249	.0171	3,310	659	209	171		27,937	.0148	916	3,536	B	51.4	.0167	80

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Before using these figures, see explanation page 19.

Looking For Something? The Table of Contents is on Pages 1, 3 and 5.

THE No. 1 RADIO STATIONS
IN THE HEART OF AMERICA'S DAIRYLAND

WCLO and WCLO-FM

AFFILIATED WITH THE MUTUAL BROADCASTING SYSTEM AND THE WISCONSIN NETWORK

Southern Wisconsin is America's example of balanced agriculture and industry. Farm and industrial production mean dollars for you. Check your sales potential with these market facts:

Total Population (†)	169,469	Total Retail Sales (*)	$201,839,000
Total Families (†)	47,075	Total Food Sales (*)	53,891,000
14 years and under (†)	40,672	Total Drug Sales (*)	5,931,400
15 to 19 years (†)	13,457	Total General Merchandise (*)	19,658,400
20 to 24 years (†)	13,048	Per Capita Retail Sales (*)	1,191
Total Farm Population (†)	31,775	Per Capita Food Sales (*)	318
Total Farm Families (†)	8,830	Per Capita Drug Sales (*)	35
Total Radio Families (§)	46,133	Per Capita General Mdse. Sales (*)	116
(98% Saturation)			
Total Farms with Electric Lights (†)	7,064		
(80% Saturation)			

† U. S. Bureau of Census
§ Broadcast Measurement Bureau
* Sales Management Survey of Buying Power

LET US PROVE OUR AUDIENCE—WRITE OR WIRE FOR CURRENT HOOPER RATING.

WCLO-Gazette Bldg., Janesville, Wis.

SIDNEY H. BLISS, PRES. VERN WILLIAMS, MGR.

Represented by RAMBEAU

BELOIT'S ONLY FULL-TIME NETWORK STATION

Affiliate MBS & Wisconsin Network

WGEZ

WGEZ—

- Managed and operated by 18 years of radio experience.
- Gets and holds listeners with superior programming.
- Provides new sales for local and national advertisers.
- Will create sales for YOU in one of America's wealthiest markets.
- Proves the audience you'll get; write for Hooper rating.

DELIVERS THIS RICH MARKET OF—

WGEZ Total Population(†)	113,653
Families(†)	31,570
14 years and under(†)	27,275
15 years to 19 years(†)	9,094
20 years to 24 years(†)	8,751
Farm Population(†)	21,310
Farm Families(†)	5,920
Total Radio Families(§)	30,939
Total Farms with Electric Lights(†) (80% Saturation)	4,736
Total Retail Sales(*)	$135,360,732
Total Food Sales(*)	36,141,654
Total Drug Sales(*)	4,977,855
Total General Merchandise(*)	13,183,748
Per Capita Retail Sales(*)	1,191
Per Capita Food Sales(*)	318
Per Capita Drug Sales(*)	35
Per Capita General Mdse. Sales(*)	116

† U. S. Bureau of Census
§ Broadcast Measurement Bureau
* Sales Management Survey of Buying Power

STUDIOS IN THE HILTON HOTEL, BELOIT, WISCONSIN

SIDNEY H. BLISS, PRES. STAN GARDNER, MGR.

Represented by Rambeau

WISCONSIN — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Sheboygan	80.0	.0547	22.3	83,578	.0640	18,652	14,815	2,124	3,765		111,680	.0591	1,396	5,008	B	19.1	.0597	109
Sheboygan	45.5	.0310	13.1	58,421	.0447	12,945	14,332	1,758	2,986	G	70,793	.0375	1,556	5,404			.0384	124
Taylor	17.6	.0120	4.5	10,301	.0079	1,830	170	88	329		14,373	.0076	817	3,194	B	62.3	.0086	72
Trempealeau	24.6	.0168	6.6	15,911	.0121	2,228	422	196	453		21,951	.0117	892	3,328	B	62.2	.0128	76
Vernon	27.5	.0187	7.5	16,832	.0129	3,726	725	237	570		22,748	.0120	827	3,033	A	63.8	.0136	73
Vilas	6.9	.0047	2.0	10,493	.0081	2,628	197	*	147		12,372	.0065	1,793	6,186	G	16.1	.0066	140
Walworth	34.7	.0237	10.6	42,871	.0328	9,661	1,778	412	991		49,489	.0262	1,426	4,669	A	36.4	.0277	117
Washburn	10.1	.0069	2.9	8,654	.0066	2,211	422	155	*		11,175	.0060	1,106	3,853	E	45.8	.0064	93
Washington	30.1	.0206	8.1	24,011	.0184	4,824	1,001	230	710		40,304	.0213	1,339	4,976	B	39.6	.0203	99
Waukesha	74.5	.0508	21.4	66,765	.0511	17,121	4,107	1,813	1,910		74,232	.0393	996	3,469	A	22.7	.0451	89
Waukesha	24.2	.0165	6.8	29,911	.0229	9,051	3,458	1,283	1,122	H	29,135	.0154	1,204	4,285			.0179	108
Waupaca	36.0	.0246	10.0	29,026	.0223	5,573	1,462	331	803		39,512	.0209	1,098	3,951	B	47.6	.0221	90
Waushara	12.7	.0087	3.6	8,541	.0065	1,114	*	129	239		11,175	.0059	880	3,104	C	63.8	.0066	76
Winnebago	90.0	.0614	25.9	97,925	.0750	25,408	7,846	2,752	6,021		124,290	.0658	1,381	4,799	B	14.0	.0677	110
Oshkosh	47.5	.0325	14.5	60,811	.0466	15,821	6,393	1,834	4,478	H	63,460	.0336	1,336	4,377			.0373	115
Neenah	12.5	.0085	3.6	14,101	.0108	3,723	130	564	998	H	21,700	.0115	1,736	6,028			.0107	126
Menasha	12.5	.0085	3.2	10,086	.0077	3,977	165	234	436		19,338	.0102	1,547	6,043			.0091	107
Wood	48.0	.0328	13.0	43,312	.0332	9,148	4,492	757	1,180		46,296	.0245	965	3,561	B	27.5	.0288	88
Wisconsin Rapids	15.1	.0103	4.3	19,187	.0147	3,826	*	466	*	H	15,166	.0081	1,004	3,527			.0105	102
Marshfield	12.4	.0085	3.4	17,022	.0131	3,276	1,830	210	417	H	13,969	.0074	1,127	4,109			.0093	109
Total Above Cities	1,605.1	1.0957	469.0	2,240,443	1.7161	539,542	319,148	66,968	114,594		2,585,178	1.3688	1,611	5,512			1.4188	129
State Total	3,339.7	2.2797	938.4	3,454,816	2.6462	798,753	377,390	83,816	151,835		4,364,047	2.3102	1,307	4,660		25.8	2.4049	105

WISCONSIN — Metropolitan County Areas

Madison 70	153.4	.1047	44.1	197,392	.1511	40,725	25,678	7,269	10,934		231,174	.1224	1,507	5,242			.1274	122
Milwaukee 74	939.4	.6412	270.1	1,182,778	.9059	299,446	183,544	36,036	63,029		1,523,697	.8068	1,622	5,641			.8032	125
Racine-Kenosha 94	177.1	.1208	49.5	190,901	.1463	54,494	18,202	6,385	10,256		255,028	.1350	1,440	5,152			.1356	112
Superior, Wisc.-Duluth, Minn. 38	261.7	.1786	77.5	289,648	.2219	74,999	30,700	7,222	13,792		312,471	.1654	1,194	4,032			.1850	104

WISCONSIN — New Metropolitan County Areas

Green Bay 152	101.6	.0694	27.5	119,565	.0916	23,646	14,975	3,165	5,003		141,021	.0747	1,388	5,128			.0787	113
La Crosse 156	62.9	.0430	18.0	74,868	.0573	18,436	9,723	1,584	3,773		84,663	.0448	1,346	4,704			.0482	112

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*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.



Cities shown are those having retail sales of $15.0 million or more in 1946

Copyright by Sales MANAGEMENT

If you want expert advice on non-metropolitan markets in **INDIANA** and **MICHIGAN,** get in touch with

SCHEERER & COMPANY

INDIANA LEAGUE OF HOME DAILIES

Alexandria Times-Tribune
Bicknell News
Bloomfield World
Bloomington World-Telephone
Columbia City Post & Commercial Mail
Decatur Democrat
Elwood Call-Leader
Frankfort Times
Greensburg News
Huntington Herald-Press
Jasper Herald
Linton Citizen
Martinsville Reporter
Mt. Vernon Democrat
New Castle Courier-Times
Plymouth Pilot & News
Portland Commercial-Review & Sun
Rochester News-Sentinel
Rushville Republican & Telegram
Shelbyville News
Spencer World
Union City Times-Gazette
Valparaiso Vidette-Messenger
Vincennes Sun-Commercial
Washington Democrat
Winchester News & Journal-Herald

MICHIGAN LEAGUE OF HOME DAILIES

"Lower Peninsula Group"
Albion Recorder
Big Rapids Pioneer
Cadillac News
Cheboygan Tribune
Coldwater Reporter
Dowagiac News
Grand Haven Tribune
Greenville News
Holland Sentinel
Ionia Sentinel-Standard
Ludington News
Manistee News-Advocate
Marshall Chronicle
Midland News
Mount Pleasant Times-News
Niles Star
Petoskey News
Sturgis Journal
Three Rivers Commercial
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Ypsilanti Press

"Michigan's Upper Peninsula Markets"
Escanaba Press
Houghton Mining Gazette
Iron Mountain News
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MICHIGAN

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City	County	City	County	City	County
Adrian	Lenawee	Grosse Pointe	Wayne	Mount Pleasant	Isabella
Alma	Gratiot	Hamtramck	Wayne	Muskegon	Muskegon
Alpena	Alpena	Highland Park	Wayne	Niles	Berrien
Ann Arbor	Washtenaw	Holland	Ottawa	Owosso	Shiawassee
Battle Creek	Calhoun	Iron Mountain	Dickinson	Petoskey	Emmet
Bay City	Bay	Ironwood	Gogebic	Pontiac	Oakland
Benton Harbor	Berrien	Ishpeming	Marquette	Port Huron	St. Clair
Birmingham	Oakland	Jackson	Jackson	River Rouge	Wayne
Cadillac	Wexford	Kalamazoo	Kalamazoo	Royal Oak	Oakland
Coldwater	Branch	Lansing	Ingham	Saginaw	Saginaw
Dearborn	Wayne	Lincoln Park	Wayne	St. Joseph	Berrien
Detroit	Wayne	Marquette	Marquette	Sault Ste. Marie	Chippewa
Escanaba	Delta	Midland	Midland	Traverse City	Grand Traverse
Ferndale	Oakland	Monroe	Monroe	Wyandotte	Wayne
Flint	Gennessee	Mount Clemens	Macomb	Ypsilanti	Washtenaw
Grand Rapids	Kent				

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S.A. Potential	Quality of Market Index
Alcona	4.9	.0033	1.4	2,554	.0020	823	*	*	*		4,732	.0025	966	3,380	F	55.8	.0024	73
Alger	10.0	.0068	2.6	7,023	.0053	2,636	186	126	183		11,830	.0063	1,183	4,550	F	17.2	.0060	88
Allegan	41.5	.0283	12.2	28,091	.0216	9,001	1,553	700	450		44,166	.0233	1,064	3,620	B	41.3	.0237	84
Alpena	22.5	.0154	5.9	20,430	.0156	5,273	2,173	648	434		31,028	.0165	1,379	5,259	E	25.1	.0159	103
Alpena	15.1	.0103	4.1	19,153	.0147	4,718	2,173	648	434		21,216	.0112	1,405	5,175			.0121	117
Antrim	10.0	.0068	3.0	6,384	.0049	1,998	206	178	131		8,676	.0046	868	2,892	E	49.7	.0050	74
Arenac	8.7	.0060	2.5	7,661	.0059	1,477	413	*	*		9,467	.0050	1,088	3,787	E	58.6	.0054	90
Baraga	6.8	.0046	1.8	5,107	.0039	2,334	*	*	*		9,062	.0048	1,333	5,034	F	28.2	.0045	98
Barry	23.5	.0161	7.5	15,961	.0122	4,197	719	439	643		21,295	.0112	906	2,839	C	42.7	.0125	78

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 19.



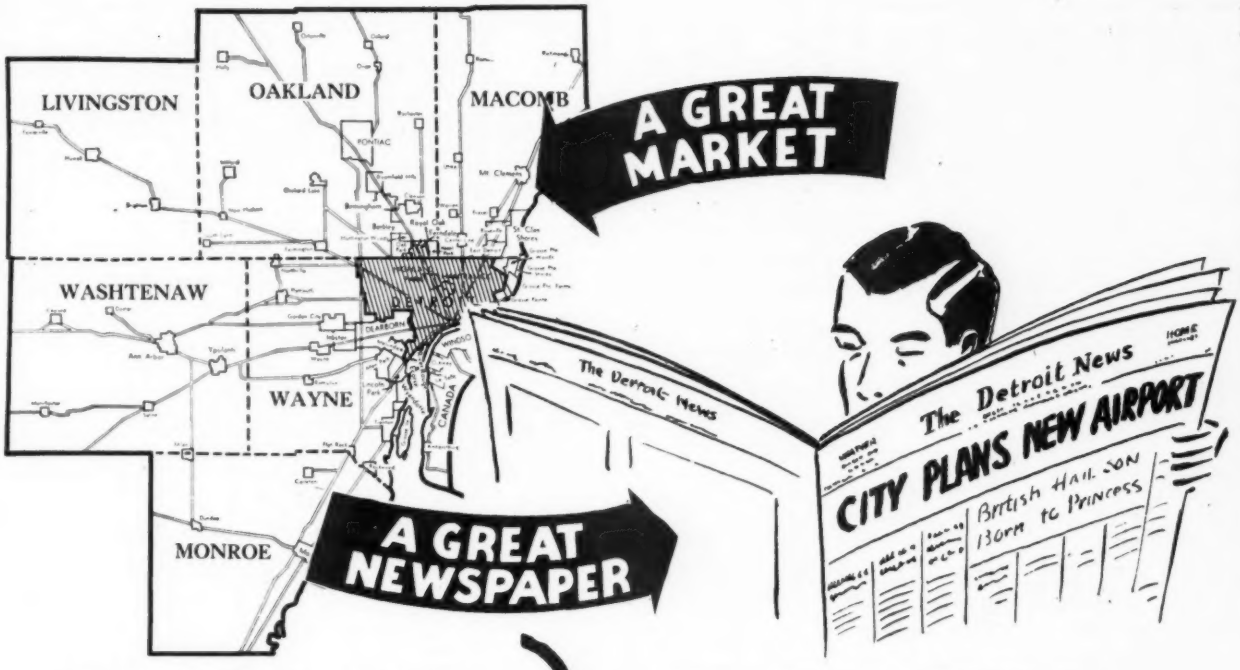
MICHIGAN — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Bay.....101	87.4	.0596	23.5	86,788	.0664	12,681	10,210	2,905	5,873	.....	120,699	.0639	1,381	5,136	B	16.8	.0638	107
▲Bay City.....	55.8	.0380	15.5	77,212	.0591	11,248	10,113	2,787	5,788	F	77,953	.0413	1,397	5,029	.....	.....	.0460	121
Benzie.....	6.8	.0047	2.0	5,748	.0044	1,949	186	240	*	.....	9,461	.0051	1,391	4,731	E	34.8	.0048	102
Berrien.....	112.5	.0768	34.2	115,675	.0888	27,928	10,065	4,177	4,104	.....	151,988	.0804	1,351	4,444	A	20.9	.0821	107
●Benton Harbor	21.5	.0147	6.6	39,660	.0304	8,848	4,473	1,743	2,186	H	29,692	.0157	1,381	4,499	.....	.....	.0199	135
Niles.....	14.0	.0096	4.3	21,152	.0162	4,911	2,285	681	922	H	20,300	.0108	1,450	4,721	.....	.....	.0122	127

● See end of state "Multiple Cities."
*Withheld to avoid disclosure.
▲ See end of state "Metropolitan County Areas."

Before using these figures, see explanation page 19.
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Among the Nation's 5 Largest Cities, **DETROIT** *is . . .*

FIRST *in retail sales per family!*

FIRST *in factory weekly earnings!*

FIRST *in factory wage rates!*

FIRST *in drug store sales per family!*

SECOND *in home ownership!*

SECOND *in effective buying income per family!*

SECOND *in food sales per family!*

SECOND *in car ownership!*

THIRD *in factory employment!*

FIFTH *in population!*

Among Detroit's 3 Newspapers, **The DETROIT NEWS** *is . . .*

FIRST *in trading area circulation weekdays and Sundays!*

FIRST *in home-delivered circulation . . . greatest of any paper in America!*

FIRST *in total advertising lineage!*

FIRST *in practically every major classification of retail and national advertising!*

FIRST *in classified advertising—more lineage than both other papers combined!*

FIRST *in effective circulation—reaching 65% of Detroit's auto owners, 64% of the home owners, 63% of the total income!*

432,112 total weekday circulation — again the highest weekday circulation ever attained by any Michigan newspaper.
543,643—total Sunday circulation.



NATIONAL REPRESENTATIVES: DAN A. CARROLL, 110 E. 42ND ST., NEW YORK 17—THE JOHN E. LUTZ CO., TRIBUNE TOWER, CHICAGO 11

Owners and Operators of Radio Stations WWJ, WWJ-FM, WWJ-TV

GET THE FACTS NOW ON THIS $250,000,000 MARKET FOR YOUR PRODUCTS!



Income in WHFB's Primary Area comes from three important sources: (1) Agriculture, (2) Industry, (3) Tourists. These combine to support a prosperous, *steady* retail trade ($164,000,000 in 1947—67% of Effective Buying Income!).

WHFB's programming caters to *local* needs and interests of this progressive area. Result: a loyal listenership that buys with confidence from WHFB sponsors.

Want more facts? Write direct, or contact Hal Holman, our National Representative, 360 N. Michigan Ave., Chicago 1, for a copy of our fact-filled brochure.

WHFB AM FM

THE HOME STATION
BENTON HARBOR, MICHIGAN

MICHIGAN — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1943 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
●St. Joseph	11.6	.0079	3.7	15,865	.0121	4,140	2,721	*	517	H	17,992	.0095	1,551	4,863	.....	.....	.0100	127
Branch	29.0	.0197	9.4	21,069	.0161	5,676	1,219	543	741	.....	34,626	.0183	1,194	3,684	B	37.3	.0179	91
Coldwater	9.6	.0066	3.1	12,130	.0093	3,224	1,032	324	617	H	13,152	.0069	1,370	4,243	.....	.....	.0076	115
Calhoun 145	112.2	.0766	34.0	121,967	.0935	27,984	12,764	4,311	7,069	.....	162,241	.0859	1,448	4,772	B	11.2	.0863	113
◆Battle Creek	51.9	.0354	16.3	87,484	.0670	17,859	11,342	3,016	5,580	F	93,559	.0496	1,803	5,740	.....	.....	.0520	147
Cass	24.8	.0170	8.1	17,237	.0132	4,297	521	302	644	.....	22,872	.0121	922	2,824	C	40.0	.0134	79
Charlevoix	12.4	.0084	3.6	10,216	.0079	3,308	266	281	53	.....	14,985	.0080	1,208	4,163	E	39.0	.0081	96
Cheboygan	12.4	.0085	3.5	10,854	.0083	3,408	747	366	374	.....	16,562	.0087	1,336	4,732	F	39.2	.0085	100
Chippewa	30.9	.0211	8.3	24,899	.0190	8,177	2,910	439	977	.....	44,342	.0235	1,435	5,342	E	17.8	.0217	103
Sault Ste. Marie	17.3	.0118	4.6	21,069	.0162	6,700	*	*	*	H	30,811	.0163	1,781	6,698	.....	.....	.0154	131
Clare	8.7	.0059	2.6	8,938	.0069	2,637	600	146	*	.....	11,830	.0063	1,360	4,550	E	44.0	.0064	108
Clinton	31.0	.0212	9.0	15,323	.0117	4,197	788	542	610	.....	26,027	.0138	840	2,892	B	46.5	.0147	69
Crawford	3.1	.0021	.9	3,023	.0023	1,477	97	146	*	.....	3,155	.0016	1,018	3,506	G	9.7	.0019	90
Delta	36.7	.0251	10.2	28,729	.0220	7,875	3,707	596	808	.....	42,976	.0228	1,171	4,213	E	15.2	.0230	92
Escanaba	16.6	.0113	4.8	19,792	.0151	5,439	3,442	418	.....	.....	26,328	.0139	1,586	5,485	.....	.....	.0137	121
Dickinson	32.8	.0223	8.8	21,070	.0162	6,384	3,303	323	839	.....	37,359	.0197	1,139	4,245	F	7.7	.0192	86
●Iron Mountain	13.5	.0092	3.8	14,684	.0113	3,493	2,782	*	602	H	20,236	.0107	1,499	5,325	.....	.....	.0106	115
Eaton	37.8	.0258	11.9	25,537	.0195	7,455	914	742	*	.....	38,280	.0193	960	3,049	B	34.3	.0207	80
Emmet	15.2	.0104	4.5	18,514	.0142	5,055	*	439	950	.....	20,118	.0106	1,324	4,471	F	27.2	.0116	112
Petoskey	7.6	.0052	2.2	15,323	.0117	3,392	1,426	324	876	H	9,880	.0053	1,300	4,491	.....	.....	.0072	138
Genesee 44	262.9	.1795	72.8	287,914	.2205	89,320	28,329	9,820	19,558	.....	373,581	.1978	1,421	5,132	B	4.9	.2010	112
▲Flint	167.8	.1146	46.6	242,454	.1857	55,792	27,344	8,565	19,341	D	268,580	.1421	1,601	5,764	.....	.....	.1497	131

◆ See end of state "New Metropolitan County Areas." *Withheld to avoid disclosure.

● See end of state "Multiple Cities." © SM, 1949.

Before using these figures, see explanation page 19. ▲ See end of state "Metropolitan County Areas."

STATION OF FAMOUS "Firsts!"

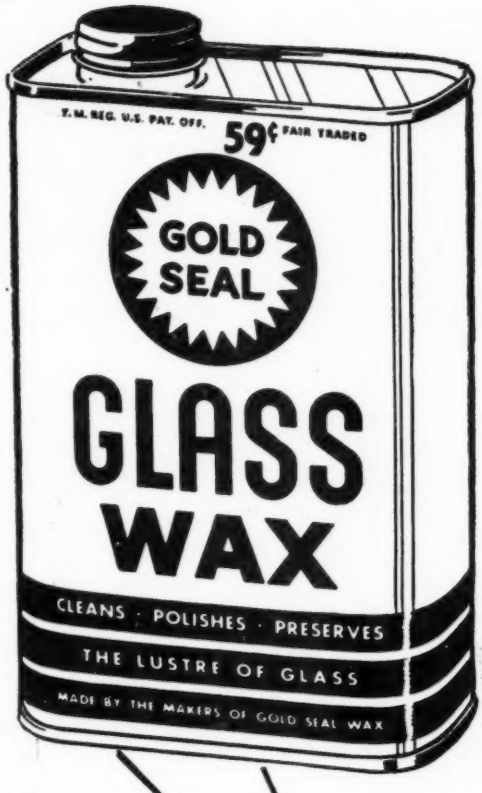


★ FIRST STATION IN FLINT (See Our Birth Certificate)
★ FIRST CHOICE OF FLINT LISTENERS (See Hooper)
★ FIRST CHOICE OF LOCAL RETAILERS (See Any of Them)
★ FIRST CHOICE FOR YOU IN FLINT'S $200,000,000 RETAIL MARKET (See for Yourself)

● How about merchandising? . . . WFDF leads with bus cards, taxi posters, juke box inserts, station announcements, newspaper ads, movie trailers, mailing pieces—and personal calls. If you're looking for sales, look to WFDF.

WFDF AMERICAN BROADCASTING COMPANY
FLINT, MICHIGAN
REPRESENTED BY THE KATZ AGENCY
Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

910 Kilocycles





Advertising Agency: Campbell-Mithun, Inc.

"GLASS WAX"

makes its MICHIGAN PICTURE BRIGHTER by using the Booth Michigan NEWSPAPERS

Gold Seal really shines on promoting, advertising and merchandising that famous "Glass Wax!" And, in going to town on the campaign, Gold Seal didn't overlook going to some mighty important towns in Michigan, either! So-o-o, "Glass Wax" pages were used in all eight Booth Michigan Newspapers. Today, Michiganders know "Glass Wax" because they read those Booth Michigan Newspapers . . . thoroughly.

If you've got a sales message about your product, your best move in Michigan is into space in all eight Booth Michigan Newspapers! It's your most effective way to reach the 386,630 Booth Michigan families.

For specific data on Booth Michigan Markets, call or write:

The John E. Lutz Co., 435 N. Michigan Ave., Chicago 11

Dan A. Carroll, 110 E. 42nd Street, New York City 17

BOOTH *Michigan* NEWSPAPERS

GRAND RAPIDS PRESS · FLINT JOURNAL · KALAMAZOO GAZETTE · SAGINAW NEWS
JACKSON CITIZEN PATRIOT · MUSKEGON CHRONICLE · BAY CITY TIMES · ANN ARBOR NEWS

YOU MIGHT CLEAR 14′ 3¼″* —



BUT . . .

YOU CAN'T VAULT INTO WESTERN MICHIGAN WITHOUT WKZO-WJEF!

The peculiar "wall of fading" that surrounds Western Michigan makes it imperative for radio advertisers to use stations *within* our region . . . Outside stations simply don't get through consistently; hence Western Michigan folks seldom even *try* to get faraway stations.

Within the area,* WKZO, Kalamazoo, and WJEF, Grand Rapids, combine to give time-buyers everything they want, and at a price they can afford to pay. Project our Hooper ratings and you'll find that WKZO-WJEF have about 23% more *city* listeners than the next-best two-station combination. Study our BMB figures and you'll see even more evidence of our rural superiority. *Finally, look at our combination rate and you'll discover a 30% saving over the next-best two-station combination!

Don't be fooled about Western Michigan. Ask us or Avery-Knodel, Inc., for all the really interesting *facts*.

**Earl Meadows of the U. S. did it at the 1936 Olympics.*

Avery-Knodel, Inc., Exclusive National Representatives

WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

Both* Owned and Operated by *Fetzer Broadcasting Co.

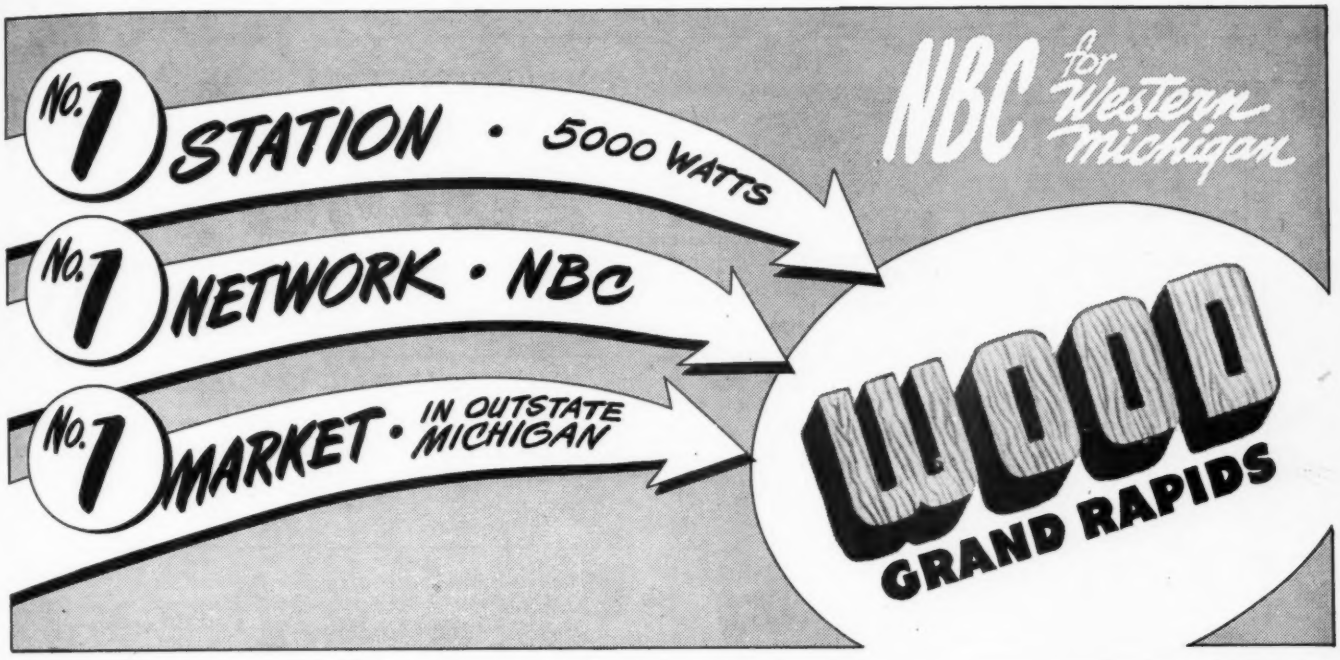
MICHIGAN — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Gladwin	8.7	.0059	2.3	5,746	.0044	1,612	217	198	232	.....	7,098	.0037	816	3,086	E	55.5	.0044	75
Gogebic	30.0	.0205	8.2	23,623	.0181	8,531	2,449	564	1,643	.....	34,500	.0183	1,150	4,207	F	4.9	.0187	91
Ironwood	13.9	.0095	3.8	15,323	.0118	4,852	2,075	366	1,303	H	18,153	.0097	1,306	4,777	.....	.....	.0103	108
Grand Traverse	29.0	.0198	8.6	33,554	.0257	8,675	4,485	738	1,331	.....	35,278	.0187	1,216	4,102	D	25.5	.0210	106
Traverse City	19.8	.0135	6.0	31,365	.0240	6,029	*	*	1,331	H	21,938	.0116	1,108	3,656	.....	.....	.0157	116
Gratiot	34.0	.0232	10.0	30,007	.0230	6,431	1,347	543	1,471	.....	37,672	.0199	1,108	3,767	B	44.1	.0215	93
Alma	8.5	.0058	2.5	28,091	.0215	2,738	1,013	*	1,085	.....	12,622	.0067	1,485	5,049	.....	.....	.0110	190
Hillsdale	32.2	.0220	10.1	21,707	.0166	4,886	1,386	344	753	.....	30,759	.0163	955	3,045	B	44.7	.0175	86
Houghton	41.6	.0284	11.6	33,199	.0255	14,643	2,733	542	1,912	.....	58,383	.0309	1,403	5,031	D	12.2	.0288	101
Huron	32.9	.0224	8.6	24,261	.0185	5,021	1,200	501	668	.....	37,068	.0196	1,127	4,310	B	56.7	.0196	88
Ingham 64	157.8	.1078	48.5	205,456	.1574	41,839	27,331	6,622	12,261	.....	283,368	.1394	1,669	5,684	B	7.4	.1385	128
▲Lansing	90.3	.0616	27.5	174,206	.1334	32,835	26,925	5,622	11,504	E	163,962	.0868	1,816	5,962	.....	.....	.0957	155

▲ See end of state "Metropolitan County Areas." *Withheld to avoid disclosure. Before using these figures, see explanation page 19.

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MICHIGAN — (Continued)

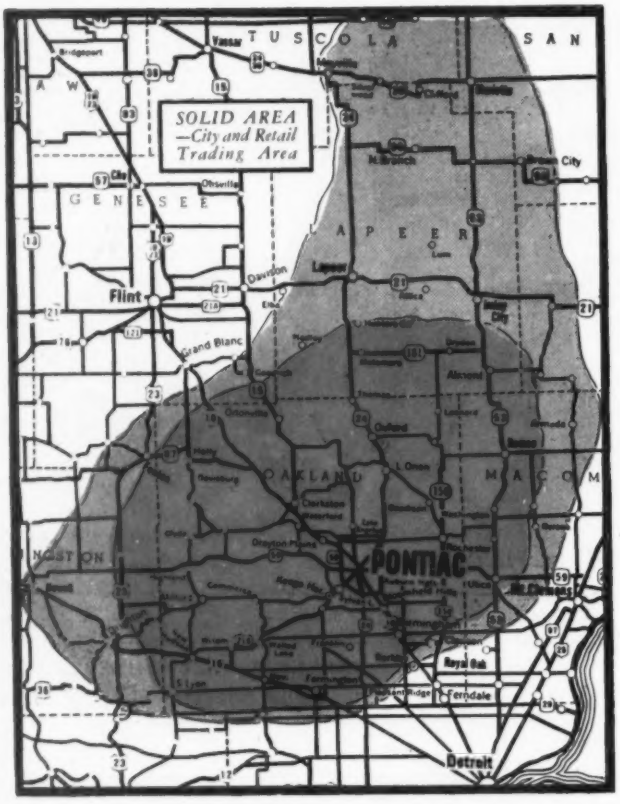
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Ionia	38.4	.0262	12.0	27,453	.0211	6,885	1,219	668	10,041		34,702	.0184	904	2,892	B	35.4	.0208	79
Iosco	8.1	.0055	2.5	8,938	.0068	2,133	186	272	*		10,248	.0054	1,265	4,099	F	34.1	.0058	105
Iron	18.6	.0127	5.2	14,046	.0108	5,691	974	323	775		22,875	.0121	1,230	4,399	F	10.2	.0118	93
Isabella	27.9	.0190	7.7	19,792	.0151	4,685	983	418	638		32,643	.0173	1,170	4,239	B	43.7	.0170	89
Mount Pleasant	11.5	.0079	3.5	15,323	.0118	3,493	*	365	584	H	16,480	.0087	1,433	4,709			.0095	120
Jackson 154	111.2	.0759	33.8	118,483	.0907	25,358	14,224	3,439	7,225		166,244	.0880	1,495	4,918	B	11.6	.0864	114
◆Jackson	58.6	.0400	18.4	98,136	.0751	19,760	13,881	2,887	6,753	F	99,214	.0525	1,693	5,392			.0568	142
Kalamazoo 60	117.0	.0799	35.6	141,876	.1087	29,698	16,785	5,270	10,342		177,957	.0942	1,521	4,999	B	8.6	.0957	120
▲Kalamazoo	58.9	.0402	18.5	124,394	.0953	24,626	16,473	4,547	9,886	F	103,714	.0549	1,761	5,606			.0641	159
Kalkaska	3.7	.0025	1.1	1,918	.0015	758	*	*	*		3,153	.0017	852	2,866	F	56.8	.0018	72
Kent 49	267.8	.1828	78.9	342,639	.2624	75,570	45,747	12,595	22,550		345,035	.1827	1,288	4,373	B	6.9	.2066	113
▲Grand Rapids	180.3	.1230	54.8	295,401	.2263	63,295	41,782	11,057	20,993	D	243,717	.1290	1,352	4,447			.1570	128
Keweenaw	3.1	.0022	.8	1,277	.0010	1,411	*	*	*		2,366	.0012	763	2,958	G	8.1	.0013	59
Lake	4.3	.0029	1.5	2,553	.0019	823	*	*	*		3,155	.0017	734	2,103	F	50.4	.0020	69
Lapeer	34.7	.0237	9.9	21,069	.0162	5,305	767	470	599		31,547	.0167	909	3,187	B	46.8	.0180	76
Leelanau	7.5	.0051	2.1	3,193	.0024	1,713	49	105	*		5,521	.0029	736	2,629	D	56.2	.0032	63
Lenawee	62.2	.0431	19.1	57,134	.0438	12,861	5,221	1,003	2,146		74,576	.0395	1,180	3,905	B	29.0	.0415	96
Adrian	20.6	.0141	6.4	29,231	.0224	5,619	4,381	424	1,682	H	30,673	.0163	1,489	4,793			.0177	126
Livingston	22.9	.0157	6.9	17,876	.0137	4,953	668	365	628		27,603	.0146	1,205	4,000	C	40.0	.0146	93
Luce	7.5	.0051	2.0	5,108	.0039	1,813	*	282	*		8,676	.0046	1,157	4,338	G	8.3	.0045	88
Mackinac	7.5	.0051	2.0	6,384	.0049	2,637	167	126	*		11,041	.0058	1,472	5,521	G	18.8	.0054	106
Macomb 37	162.4	.1109	43.7	120,027	.0920	26,078	3,637	2,266	1,801		194,230	.1028	1,196	4,445	B	12.9	.1012	91
Mount Clemens	18.2	.0124	5.2	37,668	.0288	7,053	1,986	815	1,478	H	26,790	.0141	1,472	5,152			.0182	147
Manistee	18.0	.0122	5.5	14,684	.0112	4,231	1,632	615	557		23,663	.0126	1,315	4,302	E	24.1	.0121	99
Marquette	46.7	.0319	12.9	38,306	.0293	14,677	2,803	783	2,093		59,029	.0312	1,264	4,576	F	4.9	.0308	97
Marquette	17.0	.0116	4.8	18,514	.0142	5,911	1,868	460	1,348	H	27,043	.0144	1,591	5,634			.0138	119
Ishpeming	11.3	.0077	3.2	10,853	.0083	4,651	688	*	744	H	13,458	.0071	1,191	4,206			.0076	99
Mason	19.2	.0131	5.7	16,600	.0128	4,953	1,062	396	501		24,450	.0130	1,273	4,289	D	37.7	.0130	99
Mecosta	16.8	.0115	4.9	12,130	.0092	2,771	816	366	374		18,141	.0096	1,080	3,702	D	48.9	.0099	86
Menominee	24.1	.0165	6.6	12,769	.0098	3,963	746	178	554		18,136	.0096	753	2,748	C	31.5	.0110	67
Midland	36.0	.0245	9.7	26,177	.0201	6,884	1,140	616	842		38,880	.0206	1,080	4,008	D	22.4	.0212	87
Midland	17.8	.0122	4.7	21,069	.0162	4,785	*	*	*	H	27,786	.0147	1,561	5,912			.0147	120
Missaukee	7.5	.0051	2.0	3,192	.0024	758	*	*	*		6,309	.0033	841	3,155	E	64.0	.0034	67
Monroe	69.0	.0471	18.6	53,092	.0406	12,555	4,280	1,099	2,784		81,282	.0430	1,178	4,370	B	25.2	.0431	92
Monroe	22.7	.0155	6.1	32,118	.0246	7,494	4,136	911	1,890	H	34,890	.0185	1,537	5,720			.0197	127
Montcalm	29.2	.0200	9.2	22,346	.0171	6,297	954	636	674		32,332	.0171	1,107	3,514	B	44.3	.0177	89
Montmorency	3.0	.0020	.8	3,193	.0025	655	*	126	*		3,943	.0021	1,314	4,929	F	57.6	.0022	110

◆ See end of state "New Metropolitan County Areas." ▲ See end of state "Metropolitan County Areas." Before using these figures, see explanation page 19.

*Withheld to avoid disclosure.

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SOLID AREA—ABC City and Retail Trading Zone

POPULATION

236,891

1947 Special Federal Census

PONTIAC CITY and RETAIL TRADING ZONE

CITY AND RETAIL TRADING ZONE

	1947 Census	1940 Census	Increase
CITY ZONE	90,517	78,228	12,289
RETAIL	146,374	98,256	48,118
TOTAL	236,891	176,484	60,407

The city and retail trading zone includes the major portion of Oakland County where annual retail sales exceed $358,144,000—food sales $93,324,000—and drug sales $10,275,000.* The area is within a 25 mile radius of Pontiac—in the center of automobile production of Michigan with its high industrial employment and wages and increasing population. The Press gives you adequate and highly exclusive coverage in this top income market for 7 out of 10 Press homes take no other daily newspaper.

**Sales Management 1949 Survey of Buying Power*

PONTIAC Daily PRESS

PONTIAC • MICHIGAN

7 out of 10 Press Homes Take No Other Daily Newspaper

MICHIGAN— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Muskegon.....78	126.0	.0860	36.0	124,027	.0950	34,143	15,022	3,935	6,942	.....	179,048	.0948	1,421	4,974	D	5.7	.0931	108
▲Muskegon.....	78.8	.0538	23.3	109,864	.0841	26,807	14,941	3,211	6,705	G	119,461	.0632	1,516	5,127	.....	.....	.0676	126
Newaygo.....	19.8	.0136	6.0	13,407	.0103	3,309	266	251	243	.....	15,774	.0084	797	2,629	C	52.8	.0100	74
Oakland.....37	347.2	.2370	93.4	358,144	.2744	93,324	34,882	10,275	15,243	.....	481,914	.2551	1,388	5,160	B	5.0	.2573	109
Pontiac.....	80.2	.0547	22.9	134,584	.1031	32,416	22,332	3,051	9,567	F	110,195	.0583	1,374	4,812	.....	.....	.0710	130
Ferndale.....	31.5	.0215	8.3	26,170	.0200	6,073	975	792	327	G	54,842	.0291	1,741	6,607	.....	.....	.0249	116
Royal Oak.....	36.5	.0249	9.8	51,590	.0396	12,370	7,939	1,480	2,805	H	67,817	.0359	1,858	6,920	.....	.....	.0348	140
Birmingham.....	14.4	.0099	3.8	24,675	.0189	6,519	1,021	1,442	1,457	H	32,072	.0169	2,227	8,440	.....	.....	.0161	163
Oceana.....	15.5	.0105	4.6	10,215	.0078	3,055	186	178	75	.....	13,407	.0071	865	2,915	C	53.6	.0080	76
Ogemaw.....	7.5	.0052	2.1	8,299	.0063	1,713	247	126	285	.....	11,042	.0058	1,472	5,258	E	49.5	.0058	112
Ontonagon.....	10.5	.0071	2.8	7,023	.0054	2,703	186	94	*	.....	10,253	.0054	976	3,662	F	29.2	.0057	80
Osceola.....	14.3	.0098	4.1	9,577	.0073	2,099	186	219	63	.....	12,619	.0067	882	3,078	D	54.3	.0075	77
Oscoda.....	2.5	.0017	.7	1,916	.0015	453	*	*	*	.....	2,366	.0013	946	3,380	G	41.3	.0014	82
Otsego.....	5.6	.0038	1.5	5,107	.0039	1,444	187	*	157	.....	7,887	.0041	1,408	5,258	F	44.6	.0040	105

▲ See end of state "Metropolitan County Areas." *Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

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The Girls Are Looking at Us—

WE HAVE OUR LONG PANTS NOW!

For over 100 years (1837) we have been growing, but the Bureau of Census while reporting our size split us up into three cities, Muskegon, Muskegon Heights and North Muskegon, none of which individually made the Metropolitan Market rating of 50,000 population. Combined physically as they are, this multiple city market is larger by thirty to forty thousand than many that had their Long Pants, (Census Recognition).

At last Official Recognition through a Special Census in 1944 has been given to the GREATER MUSKEGON, Metropolitan Market. SALES MANAGEMENT, the Magazine of Marketing, 1949 "Survey of Buying Power" shows us in LONG PANTS, officially accepted as a Metropolitan Market.

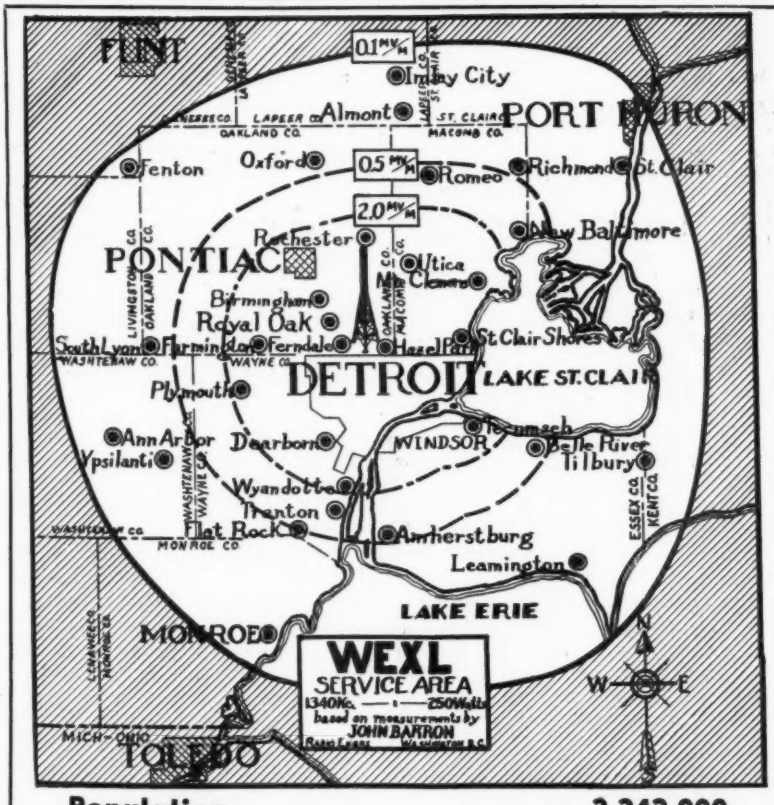
While not in the First Hundred Markets, GREATER MUSKEGON is mighty close to it. *CHECK THE FIGURES* in SALES MANAGEMENT, 1949 Survey of Buying Power and then act. As the Pioneer Station of Western Michigan (since 1926) let us tell this market about you.

WKBZ

1000 watts Full Time | **"Your A B C Station" MUSKEGON—MICHIGAN** | **850 K.C. Full Time**

"Audience Rating 45.6% average Morning, Afternoon and Night"

National Representatives—Burn-Smith, Inc.



Population	**3,343,000**
Families	**835,800**
Radio Homes	**819,950**
Potential Audience	**3,279,800**

WEXL

PRIMARY COVERAGE
819,950 MICHIGAN HOMES

MORE THAN HALF THE TOTAL

RADIO HOMES IN THE STATE

Your most effective Detroit selling force operating twenty-four hours daily.

MEMBER N.A.B. — M.A.B.

WEXL

1340 KC. **250 WATTS**

WEXL - FM

104.3 MC. **18,000 WATTS**

PHONE DETROIT { JORDAN 4-6523 / JORDAN 4-6524

STUDIOS—ROYAL OAK and FERNDALE

Represented nationally by The Friedenberg Agency, Inc.

Listen folks . . .



Let's go to Holland, Mich. and buy this TEST MARKET

Urban and rural—industrial and farm—this diversified population can accurately test the nation's response to your new sales and advertising campaign.

The Holland, Michigan, Market (Ottawa and Allegan Counties) includes:

More than 18,000 industrial workers in lumber and wood products, food production, trucking, warehousing, building and construction contracting.

More than 9,000 farm *families* on highly productive fruit, truck, dairy and poultry farms.

FOR TEST MARKET DATA

. . . on this market write
The Holland Evening Sentinel

Progressive, prosperous Holland is famous for its Tulip Time festival and is the home of the Holland Furnace, world's largest installers of warm air heating units. The *Holland Evening Sentinel* sells the 22 major townships of Ottawa and Allegan Counties—a trading area of more than 50,000 productive industrial workers and prosperous farmers. Check the "Survey of Buying Power" figures on these two counties for details on the stable and balanced Holland, Michigan, Market.

The Holland Evening Sentinel

W. A. Butler, Business Manager
Representatives: Scheerer & Co., Chicago, Detroit, New York

MICHIGAN — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Ottawa	69.4	.0474	19.3	56,183	.0431	13,720	2,782	1,483	3,126		94,592	.0501	1,383	4,901	B	22.2	.0475	100
Holland	17.0	.0116	4.9	24,899	.0190	5,643	2,036	762	2,119	H	24,123	.0128	1,419	4,923			.0144	124
Presque Isle	11.8	.0080	2.8	7,661	.0058	2,485	188	178	*		10,258	.0055	869	3,664	E	43.7	.0061	78
Roscommon	3.8	.0026	2.3	4,320	.0033	1,612	79	*	*		4,732	.0025	1,245	3,640	G	18.5	.0028	108
Saginaw	155.0	.1058	43.0	158,824	.1201	34,077	16,229	5,287	7,264		211,575	.1120	1,365	4,920	B	14.8	.1132	107
▲Saginaw	99.6	.0680	28.4	93,032	.0713	20,786	8,628	4,614	5,838	E	146,113	.0774	1,467	5,145			.0737	108
St. Clair	92.4	.0631	26.4	95,327	.0730	13,408	11,169	2,591	5,175		121,196	.0641	1,312	4,591	B	19.8	.0666	106
Port Huron	40.2	.0274	11.9	66,375	.0508	8,704	10,069	1,859	4,575	H	65,295	.0345	1,624	5,487			.0380	139
St. Joseph	33.4	.0228	10.7	32,561	.0250	8,177	2,449	741	1,429		41,805	.0222	1,252	3,907	C	24.0	.0232	102
Sanilac	30.4	.0208	8.7	21,707	.0166	5,055	717	501	371		33,913	.0179	1,116	3,898	A	65.1	.0181	87
Schoolcraft	8.7	.0059	2.3	7,023	.0054	2,569	619	220	172		12,619	.0067	1,450	5,487	G	13.3	.0062	105
Shiawassee	44.5	.0304	13.1	32,560	.0249	10,126	3,707	782	2,676		56,738	.0300	1,275	4,331	B	28.9	.0286	94
Owosso	17.9	.0122	5.3	21,069	.0162	6,095	3,471	469	2,526	H	26,832	.0142	1,499	5,063			.0144	118
Tuscola	38.4	.0262	10.9	25,537	.0196	6,431	816	637	902		41,801	.0221	1,089	3,835	B	52.8	.0222	85
Van Buren	36.5	.0249	11.8	29,368	.0225	9,219	954	742	1,437		47,321	.0251	1,296	4,010	B	42.4	.0243	98
Washtenaw	110.1	.0752	34.6	140,311	.1075	15,451	11,140	5,291	5,617		195,811	.0878	1,506	4,792	B	13.0	.0912	121
Ann Arbor	38.8	.0265	12.9	86,169	.0660	8,352	9,123	3,454	4,469	H	74,457	.0394	1,919	5,772			.0448	169
Ypsilanti	18.4	.0126	5.9	24,402	.0187	3,045	1,074	981	730	H	24,674	.0131	1,341	4,182			.0147	117
Wayne	2,535.0	1.7304	702.2	2,948,128	2.2581	597,586	450,261	102,207	163,185		3,940,230	2.0857	1,554	5,611	B	0.5	2.0684	119
▲Detroit	1,921.0	1.3114	532.1	2,532,625	1.9398	497,958	392,213	88,561	140,640	A	3,067,837	1.6241	1,597	5,766			1.6563	126
Dearborn	85.6	.0584	22.4	109,225	.0837	16,897	14,231	2,673	4,824	G	155,193	.0821	1,813	6,928			.0778	133
Highland Park	58.4	.0399	17.2	85,592	.0655	18,616	19,969	1,506	3,774	H	102,677	.0544	1,758	5,970			.0548	137
Hamtramck	54.0	.0368	12.6	58,764	.0450	12,951	5,328	1,570	6,286	F	61,884	.0327	1,146	4,911			.0372	101
Wyandotte	40.2	.0275	10.3	41,519	.0318	10,216	1,963	1,894	501	H	55,999	.0297	1,393	5,437			.0299	109
Lincoln Park	23.8	.0162	6.0	14,701	.0113	6,779	1,218	571	893		33,582	.0177	1,411	5,597			.0155	96
River Rouge	24.9	.0170	6.5	26,189	.0201	4,535	1,371	674	731	G	32,868	.0174	1,320	5,057			.0181	106
Grosse Pointe	7.3	.0050	1.8	14,680	.0112	5,502	*	1,246	*		19,608	.0104	2,686	10,893			.0096	192

▲ See end of state "Metropolitan County Areas." *Withheld to avoid disclosure. Before using these figures, see explanation page 19.

© SM, 1949.

Here's Coverage!

73% OF MICHIGAN'S RETAIL SALES FOR $121 PER DAY



$3,625 buys a 50% showing of poster advertising space in each of the 38 markets . . . a total of 89 towns . . . in the 16 Michigan counties where Walker & Co. operations are located.

141 poster panels . . . delivering a daily average of 1¾ million Effective Advertising Circulation, according to formulae of Traffic Audit Bureau, Inc. . . . are yours for 30 days—at an average cost of 86c per panel per day.

You can reach and *sell* the millions in those 16 of Michigan's 83 counties . . . which accounted for 73% of the $6,520,257 retail sales made in the entire state in 1948*. . . with forceful, effective and economical poster advertising.

*BASED ON FIGURES COPR. 1949, SALES MANAGEMENT SURVEY OF BUYING POWER; FURTHER REPRODUCTION NOT LICENSED

SINCE 1885

102 LA GRAVE AVE., S.E.
GRAND RAPIDS 2

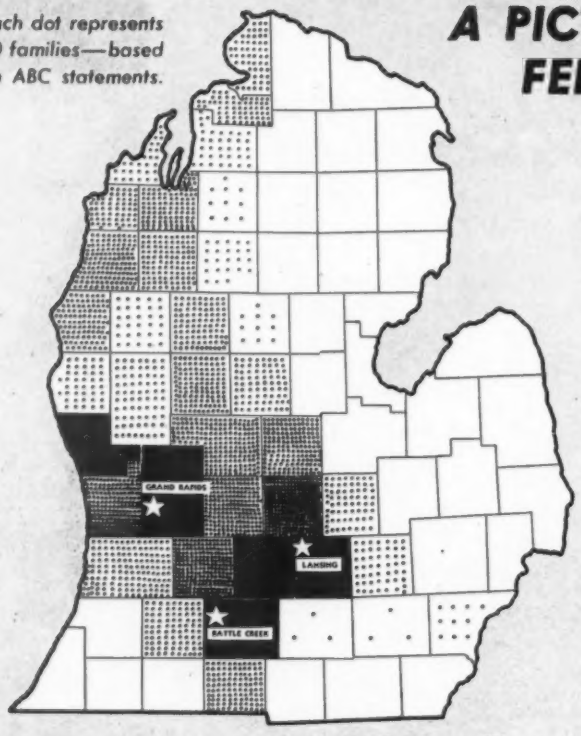
WALKER & CO.

88 CUSTER AVENUE DETROIT 2

2711 N. SAGINAW ST.
FLINT 5

OUTDOOR ADVERTISING THROUGHOUT MICHIGAN'S LARGEST TRADING AREAS

Each dot represents 10 families—based on ABC statements.



A PICTURE OF MICHIGAN'S FEDERATED BUYING FAMILIES

We couldn't assemble 140,000 Federated reader-families for a group portrait—so we locate them on a dotted map. Advertisers who consult Sales Management's Buying Guide realize that these are essential families to reach in order to build sales in the profitable Michigan market. Sell them effectively and economically with Federated Publications—three alert newspapers with proven sales impact throughout central and western Michigan.

GENERAL ADVERTISING REPRESENTATIVES
SAWYER FERGUSON WALKER CO.
New York · Chicago · Detroit
Atlanta · Los Angeles · San Francisco

Michigan's FEDERATED PUBLICATIONS INC.
- THE STATE JOURNAL, Lansing
- THE HERALD, Grand Rapids
- ENQUIRER and NEWS, Battle Creek

MICHIGAN — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Wexford	19.2	.0131	5.7	18,516	.0142	4,097	1,700	542	1,097		24,005	.0128	1,250	4,211	F	23.1	.0133	102
Cadillac	12.5	.0085	3.7	15,323	.0117	3,358	1,700	468		H	16,388	.0087	1,311	4,429			.0096	113
Total Above Cities	3,652.7	2.4934	1,031.0	5,079,117	3.8903	1,036,536	703,943	167,238	296,209		5,762,056	3.0503	1,577	5,589			3.1914	128
State Total	6,263.5	4.2755	1,774.8	6,520,257	4.9942	1,449,513	785,207	207,961	338,055		8,772,105	4.6437	1,401	4,943		11.7	4.6752	109

MICHIGAN — Metropolitan County Areas

Detroit 37	3,044.6	2.0783	839.3	3,426,299	2.6245	716,968	488,780	114,748	180,229		4,616,374	2.4436	1,516	5,500			2.4249	117
Flint 44	262.9	.1795	72.8	287,914	.2205	69,320	28,329	9,820	19,558		373,581	.1978	1,421	5,132			.2010	112
Grand Rapids 49	267.8	.1828	78.9	342,639	.2624	75,570	45,747	12,595	22,550		345,035	.1827	1,288	4,373			.2066	113
Kalamazoo 60	117.0	.0799	35.6	141,876	.1087	29,698	16,785	5,270	10,342		177,957	.0942	1,521	4,999			.0957	120
Lansing 64	157.8	.1078	46.5	205,456	.1574	41,839	27,331	6,622	12,261		263,368	.1394	1,669	5,664			.1385	128
Muskegon 78	126.0	.0860	38.0	124,027	.0950	34,143	15,022	3,935	6,942		179,046	.0948	1,421	4,974			.0931	108
Saginaw-Bay City 101	242.4	.1654	66.5	243,612	.1865	48,758	26,439	8,192	13,137		332,274	.1759	1,371	4,997			.1770	107

MICHIGAN — New Metropolitan County Areas

Battle Creek 145	112.2	.0766	34.0	121,967	.0935	27,984	12,764	4,311	7,059		162,241	.0859	1,446	4,772			.0863	113
Jackson 154	111.2	.0759	33.8	118,483	.0907	25,358	14,224	3,439	7,225		166,244	.0880	1,495	4,918			.0864	114

MICHIGAN — Multiple Cities

Benton Harbor—St. Joseph	33.1	.0226	10.3	55,525	.0425	12,997	7,194	*	2,703		47,684	.0252	1,441	4,630			.0299	132
Iron Mountain—Kingsford	19.8	.0135	5.5	16,019	.0123	4,247	3,088	*	*		26,800	.0142	1,354	4,873			.0135	100

© SM, 1949.

*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

WWJ- *First all the way!*



WWJ History One of Firsts

Radio, FM and Video All Led the Way

The history of WWJ-The Detroit News and its "offspring"—WWJ-FM and WWJ-TV — has been a history of Firsts.

WWJ was the first station in America to broadcast regularly scheduled programs of entertainment.

WWJ-FM was the first Frequency Modulation Station in Michigan.

WWJ-TV was the first television station in Michigan and the whole country west of the Atlantic seaboard.

Here are some of WWJ's firsts:

Aug. 20, 1920 — WWJ started operating.

Aug. 31, 1920—First election returns; for Governor.

Sept. 4, 1920—First dancing party with music by radio.

Sept. 6, 1920—Results of the Dempsey-Miske fight broadcast.

Sept. 23, 1920—First vocal radio concert.

Oct. 5, 1920—First World Series scores broadcast.

December, 1921—First broadcast of church chimes, from St. Paul's Episcopal Cathedral . . . WWJ helps police capture fugitive.

Feb. 10, 1922—First complete symphony concert broadcast by radio, Ossip Gabrilowitsch directing.

WARING MAKES BOW

March, 1922—WWJ broadcasts news to snowbound North Michigan.

May, 1922 — Fred Waring's Pennsylvanians make first broadcast on WWJ.



May 28, 1922—First orchestra organized especially for broadcasting — The Detroit News Orchestra, 16 pieces.

June 9, 1922—Thomas E. Dewey makes first radio bow, as baritone.

June 18, 1922 — First Radio Wedding — Wendall Hall, the "Redheaded Music-Maker" as the bridegroom.

Feb. 13, 1925—WWJ joins NBC.

March 1925—WWJ broadcasts the Coolidge inaugural.

October 1936—WWJ moves into its new studios across from The Detroit News.

May 1941 — WWJ establishes the first FM station in Michigan, WENA, since renamed WWJ-FM.

Oct. 23, 1946—First TV in Detroit. Experimental programs sent from the Penobscot Building to Convention Hall.

March 4, 1947—WWJ-TV begins televising experimentally.

May 9, 1947—The Detroit News Spelling Bee televised first time.

FIRST BASE BALL

June 3, 1947—WWJ-TV starts commercial operation. First base ball game telecast (by Ty Tyson) —Tigers-Yanks.

June 4, 1947—Carnival on Ice.

June 6, 1947 — Boxing at the Olympia.

June 19, 1947 — Midget Auto Races.



July 12, 19.. — Henry Ford Memorial Races.

July 26, 1947—Soap Box Derby.

Aug. 12, 1947—Mack Park wrestling.

Sept. 5, 1947—Lions' pro-football broadcast.

Sept. 27, 1947—U. of M. football.

Oct. 19, 1947—Olympia Hockey.

Nov. 23, 1947—Catholic Theater's "Apple of his Eye."

Dec. 17, 1947—Roller hockey.

Dec. 18, 1947—Bowling.

Dec. 24, 1947—First Midnight Christmas Mass, from St. Aloysius.

Jan 6, 1948—First telecast of City Council Meeting.

Jan. 8, 1948—Rose Bowl film shown.

Feb. 22, 1948—WWJ-TV starts 7-day-a-week operation.

FIRST SYMPHONY TELECAST

April 19, 1948—First telecast of the Detroit Symphony from the Music Hall.

June 6, 1948—Polo.

July 9, 1948—Olympic Swimming.

Sept. 1, 1948—First Community Chest program to be televised.

Sept. 20, 1948—The Midwest network is launched with WWJ-TV telecasting the inaugural program emanating from St. Louis.

Sept. 26, 1948—WWJ-TV feeds Cleveland the Tiger-Boston game because of the great interest in the crucial battle. Again the network is used.

Oct. 8, 1948—WWJ-TV telecasts the first World Series games, Oct. 8, 9 and 10, from Cleveland.

Jan. 11, 1949 — East-Midwest network inaugural program, joining WWJ-TV with New York, Washington and other eastern cities.





FIRST IN MICHIGAN . . . *Owned and Operated by* THE DETROIT NEWS

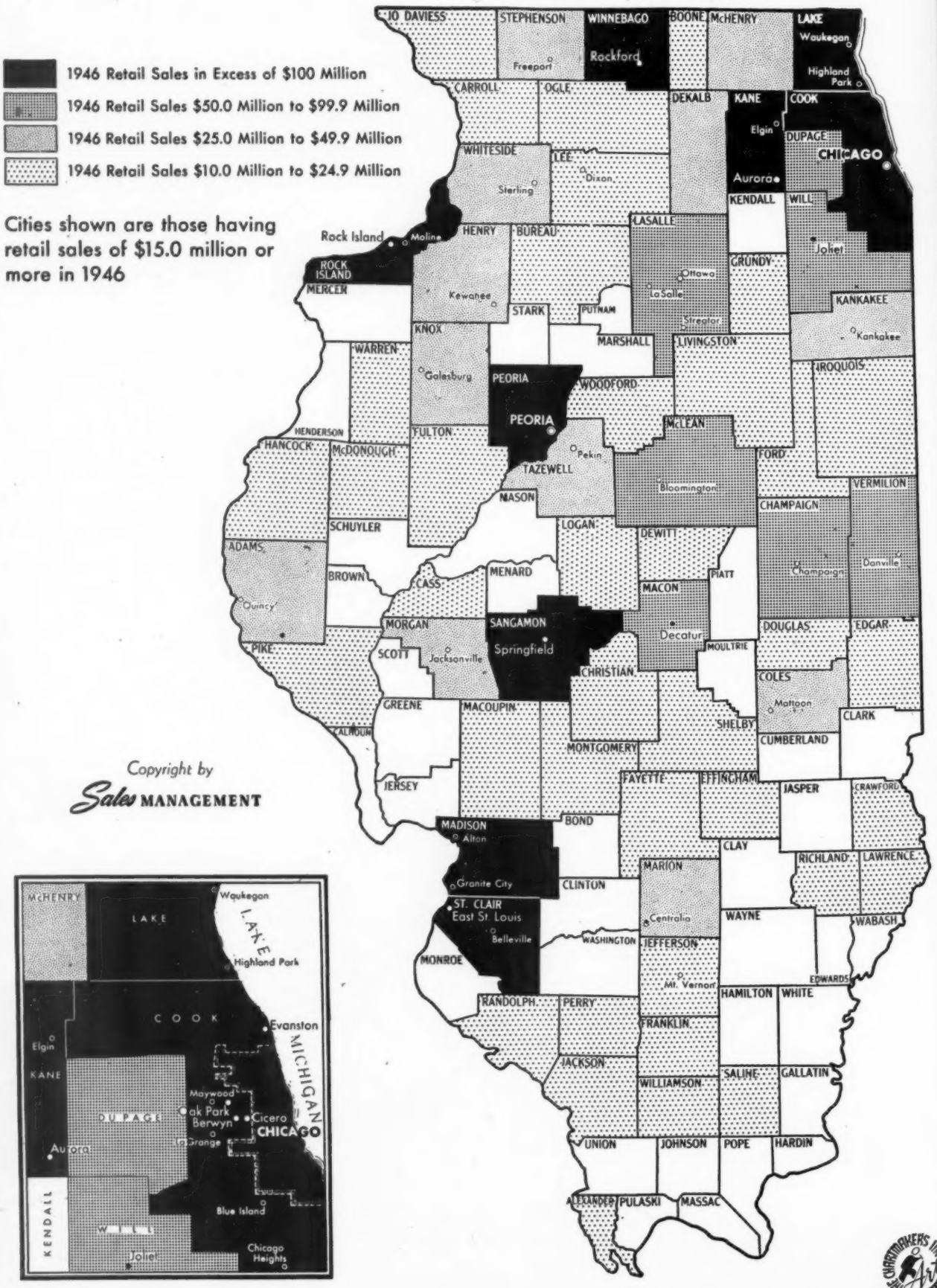
National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

WWJ-TV

NBC Television Network

ILLINOIS


1946 Retail Sales in Excess of $100 Million
1946 Retail Sales $50.0 Million to $99.9 Million
1946 Retail Sales $25.0 Million to $49.9 Million
1946 Retail Sales $10.0 Million to $24.9 Million
Cities shown are those having retail sales of $15.0 million or more in 1946
JO DAVIESS
STEPHENSON
Freeport
WINNEBAGO
Rockford
BOONE
McHENRY
LAKE
Waukegan
Highland Park
CARROLL
OGLE
DEKALB
KANE
Elgin
Aurora
COOK
DUPAGE
CHICAGO
WHITESIDE
Sterling
LEE
Dixon
KENDALL
WILL
Joliet
Rock Island
Moline
HENRY
BUREAU
LASALLE
Ottawa
LaSalle
GRUNDY
ROCK ISLAND
MERCER
Kewanee
STARK
PUTNAM
Streator
KANKAKEE
Kankakee
KNOX
MARSHALL
LIVINGSTON
WARREN
Galesburg
PEORIA
WOODFORD
IROQUOIS
PEORIA
HENDERSON
McLEAN
HANCOCK
McDONOUGH
FULTON
Pekin
FORD
TAZEWELL
Bloomington
VERMILION
MASON
CHAMPAIGN
SCHUYLER
LOGAN
DEWITT
Champaign
Danville
ADAMS
Quincy
BROWN
CASS
MENARD
PIATT
MACON
MORGAN
SANGAMON
Decatur
DOUGLAS
EDGAR
PIKE
SCOTT
Jacksonville
Springfield
MOULTRIE
CHRISTIAN
COLES
Mattoon
GREENE
MACOUPIN
SHELBY
CLARK
CALHOUN
MONTGOMERY
CUMBERLAND
JERSEY
FAYETTE
EFFINGHAM
JASPER
CRAWFORD
MADISON
Alton
BOND
CLAY
Granite City
CLINTON
MARION
RICHLAND
LAWRENCE
ST. CLAIR
East St. Louis
Centralia
WAYNE
Belleville
WASHINGTON
JEFFERSON
WABASH
MONROE
Mt. Vernon
EDWARDS
RANDOLPH
PERRY
HAMILTON
WHITE
FRANKLIN
JACKSON
SALINE
GALLATIN
WILLIAMSON
UNION
JOHNSON
POPE
HARDIN
ALEXANDER
PULASKI
MASSAC
Copyright by
Sales MANAGEMENT
McHENRY
Waukegan
LAKE
LAKE MICHIGAN
Highland Park
COOK
Evanston
Elgin
KANE
Maywood
Oak Park
Berwyn
Cicero
CHICAGO
DUPAGE
La Grange
Aurora
Blue Island
KENDALL
WILL
Joliet
Chicago Heights



SCHEDULING CHICAGO ?

SURVEY THE BUYING-POWER OF THE SUN-TIMES READERSHIP!

Are you looking for a class market, a mass market, or something between? Depending on the consumer-bracket you're shooting for, you can reach from more than one-third to almost half of all your Chicago prospects through The Chicago SUN-TIMES! Here's how The Chicago SUN-TIMES penetrates every economic level in Chicago:

IT COVERS	45.7%	OF ALL CHICAGO FAMILIES
. . . COVERS	43.3%	OF ALL FAMILIES IN CHICAGO'S UPPER 4/5 COMMUNITY AREAS
. . . COVERS	41.1%	OF ALL FAMILIES IN CHICAGO'S UPPER 3/5 COMMUNITY AREAS
. . . COVERS	35.0%	OF ALL FAMILIES IN CHICAGO'S UPPER 2/5 COMMUNITY AREAS
. . . COVERS	35.1%	OF ALL FAMILIES IN CHICAGO'S UPPER 1/5 COMMUNITY AREAS

(Breakdown of community areas is based on median rental.)

For selling selectively or across the board in Chicago, schedule The SUN-TIMES with a total circulation of

643,339

average net paid daily

(FROM ABC PUBLISHER'S STATEMENT, 9-30-48)

in chicago

CHICAGO SUN TIMES
THE PICTURE NEWSPAPER

THE **SUN-TIMES** *MOVES THE GOODS!*

1,029,762,240

No, this is not the national debt. This astronomical figure is merely the number of minutes that were listened to WGN in an average week.

That's a mighty lot of listening — it's over 17 million hours and more than 715 thousand days and better than 100 thousand weeks of listening.

But it's all just an average week of listening for WGN. If this leads you to believe that a lot of people like WGN, listen to it long and regularly—you're right. If this further makes you wonder how one station among all the rest can have such data available — it's because this station believes in factual selling, program research, and keeping radio away from the "blue sky" days.

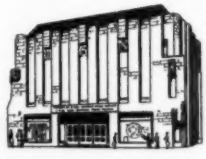
Data based on Nielsen Radio Index, 1948 Coverage Report.

A Clear Channel Station... Serving the Middle West

MBS

WGN

Chicago 11 Illinois
50,000 Watts
720 On Your Dial



Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
2978 Wilshire Blvd., Los Angeles 5 • 235 Montgomery St., San Francisco 4
710 Lewis Bldg., 333 SW Oak St., Portland 4

ILLINOIS

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City	County	City	County	City	County
Alton	Madison	Elmhurst	Du Page	Oak Park	Cook
Aurora	Kane	Evanston	Cook	Olney	Richland
Belleville	St. Clair	Forest Park	Cook	Ottawa	La Salle
Belvidere	Boone	Freeport	Stephenson	Paris	Edgar
Berwyn	Cook	Galesburg	Knox	Park Ridge	Cook
Bloomington	McLean	Granite City	Madison	Pekin	Tazewell
Blue Island	Cook	Harrisburg	Saline	Peoria	Peoria
Cairo	Alexander	Harvey	Cook	Pontiac	Livingston
Canton	Fulton	Highland Park	Lake	Quincy	Adams
Centralia	Marion	Jacksonville	Morgan	River Forest	Cook
Champaign	Champaign	Joliet	Will	Rockford	Winnebago
Chicago	Cook	Kankakee	Kankakee	Rock Island	Rock Island
Chicago Heights	Cook	Kewanee	Henry	Salem	Marion
Cicero	Cook	La Grange	Cook	Springfield	Sangamon
Danville	Vermillion	La Salle	La Salle	Sterling	Whiteside
Decatur	Macon	Lincoln	Logan	Streator	La Salle
DeKalb	DeKalb	Macomb	McDonough	Taylorville	Christian
Des Plaines	Cook	Mattoon	Coles	Urbana	Champaign
Dixon	Lee	Maywood	Cook	Waukegan	Lake
Downers Grove	Du Page	Moline	Rock Island	Wilmette	Cook
East Moline	Rock Island	Monmouth	Warren	Winnetka	Cook
East St. Louis	St. Clair	Mt. Vernon	Jefferson		
Edwardsville	Madison	Murphysboro	Jackson		
Elgin	Kane				

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Adams	68.8	.0455	21.2	56,684	.0434	13,160	8,126	1,600	*		87,909	.0465	1,316	4,147	B	21.6	.0453	100
Quincy	45.5	.0310	14.3	51,754	.0397	10,852	8,105	1,558	2,867	G	67,886	.0359	1,492	4,747			.0360	116
Alexander	23.0	.0157	7.3	17,840	.0137	3,807	1,973	519	1,307		27,245	.0144	1,185	3,732	F	14.6	.0145	92

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 19.

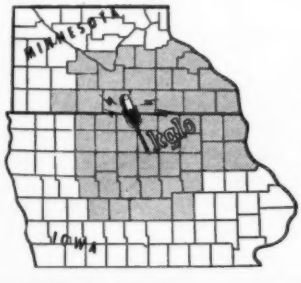


WTAD and WTAD-FM
Quincy, Illinois

"DOODY" 12 COUNTY COINCIDENTAL IN 1948 — AND CONTINUING STUDY IN 1949 — PROVES ONLY WTAD GIVES DOMINANT COVERAGE IN THE RICH QUINCY MARKET AREA . . .

For twenty-three years WTAD has been giving advertisers top coverage of the rich Quincy and Tri-State market (Illinois, Iowa and Missouri). Ratings from the latest Doody Continuing Survey prove WTAD continues way out in front in listener dominance of this wealthy market. Highly rated local programs plus strong CBS network shows offer a perfect vehicle for your advertising dollar. For details and availabilities write, wire or call Walter J. Rothschild, Sales Manager, Lee Stations, Quincy, Illinois

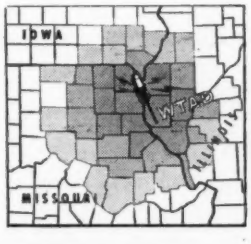
Lee STATIONS



kglo Mason City, Iowa
1300 K. C. 5,000 Watts — CBS Affiliate

COVERAGE — 29 rich counties in Iowa and Minnesota. Urban communities include Mason City and Charles City, Iowa; Austin and Albert Lea, Minnesota. Audience produces more corn, hogs, grain-fed cattle, oats, eggs, poultry, and cash farm income than any other area of equal dimensions in the United States.

KGLO-FM
101.1 MC ERP 16,000 Watts



WTAD Quincy, Illinois
930 K. C. 1,000 Watts — CBS Affiliate

COVERAGE — 34 Mississippi Valley Counties in Illinois, Missouri, and Iowa . . . almost equal division between urban and farm listeners. Cities include Quincy, Illinois; Hannibal, Missouri; and Keokuk, Iowa—core of productive Illinois-Missouri-Iowa agricultural region.

WTAD-FM
99.5 MC ERP 53,000 Watts

Represented By WEED & COMPANY: New York • Chicago
Boston • Atlanta • Hollywood • San Francisco

ILLINOIS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Cairo	17.4	.0119	5.9	15,169	.0116	3,327	1,973	*	*	.....	19,589	.0104	1,126	3,320	.....	.....	.0110	92
Bond	15.3	.0105	4.9	8,919	.0068	2,460	1,018	132	120	.....	13,989	.0074	914	2,855	C	42.3	.0078	74
Boone	16.9	.0115	5.1	16,055	.0123	4,158	1,184	193	361	.....	22,384	.0118	1,324	4,389	B	32.8	.0119	103
Belvidere	10.6	.0072	3.3	14,271	.0109	3,824	1,184	*	361	H	12,590	.0067	1,188	3,815	.....	.....	.0080	111
Brown	8.5	.0058	2.6	5,352	.0041	1,113	*	103	*	.....	6,981	.0037	821	2,685	D	54.3	.0042	72
Bureau	39.2	.0268	12.1	29,436	.0225	6,237	1,875	578	1,053	.....	47,564	.0252	1,213	3,931	A	37.8	.0246	92
Calhoun	8.5	.0058	2.3	3,568	.0027	697	*	*	*	.....	5,351	.0029	630	2,327	D	62.8	.0034	59
Carroll	18.7	.0128	5.9	16,055	.0123	4,024	1,002	237	851	.....	23,781	.0125	1,272	4,031	B	38.2	.0125	98
Cass	17.0	.0116	5.2	12,486	.0096	3,891	2,270	326	761	.....	22,378	.0119	1,316	4,303	B	33.7	.0112	97
Champaign	77.7	.0530	23.9	91,205	.0699	18,912	11,020	2,976	4,475	.....	131,546	.0697	1,693	5,504	A	17.7	.0664	125
●Champaign	33.0	.0225	10.8	61,371	.0470	9,398	8,041	2,205	3,767	G	64,225	.0340	1,946	5,947	.....	.....	.0356	158
●Urbana	18.5	.0127	5.9	15,337	.0117	5,885	2,682	639	449	H	34,077	.0181	1,842	5,776	.....	.....	.0115	91

*Withheld to avoid disclosure.
● See end of state "Multiple Cities."

Before using these figures, see explanation page 19.

© SM, 1949.

Gary METROPOLIS OF INDIANA INDUSTRY

Second **largest city in the State and principal retail shopping center for Lake and Porter Counties.***

Gary has led all cities in Indiana, and in the midwest for retail sales opportunities on a per capita basis in January, February, March and April, 1949. (Latest SALES MANAGEMENT figures available on closing date for this advertisement.)

**** Effective buying income for 1948***

(Sales Management Survey of Buying Power)

Lake County	$496,865,000
Porter County	35,577,000
Total	$532,442,000

Average per family income for the city of Gary in 1948 increased $200. to an all time high of $5,721.

The GARY POST-TRIBUNE

Gary's ONLY Newspaper

is home delivered daily to more than 95% of the families in the city zone, and to an average of better than 80% of all families in the entire Gary Trading Area.

No Other Medium Even Approaches This Family Circulation Penetration In This Area.

National Advertising Representatives
BURKE, KUIPERS & MAHONEY, INC.
New York Chicago Atlanta Dallas Oklahoma City Los Angeles San Francisco

For best results ADVERTISE ADEQUATELY in newspapers

ILLINOIS— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Christian	39.3	.0268	12.0	33,004	.0253	8,347	4,474	889	1,496		47,558	.0252	1,210	3,963	A	30.0	.0256	96
Taylorville	11.4	.0078	3.6	16,949	.0130	3,590	3,255	458	851	H	15,394	.0081	1,350	4,276			.0095	122
Clark	19.6	.0134	6.1	11,595	.0089	2,510	461	237	559		16,793	.0089	857	2,753	B	43.6	.0098	73
Clay	17.8	.0122	5.3	14,271	.0109	2,544	1,118	282	511		16,775	.0088	942	3,165	D	33.3	.0101	83
Clinton	21.3	.0145	6.0	12,489	.0098	2,627	658	132	293		18,185	.0097	854	3,031	B	37.6	.0106	73
1Centralia (See Marion Co.)																		
Coles	42.4	.0289	13.5	41,031	.0314	8,016	8,025	919	1,672		64,347	.0340	1,518	4,766	B	21.5	.0322	111
Mattoon	21.5	.0146	6.7	26,760	.0205	4,773	6,609	608	1,105	H	29,377	.0156	1,366	4,385			.0169	116
Cook	4,522.7	3.0674	1,338.5	5,001,269	3.8308	980,804	991,643	157,160	251,651		8,176,791	4.3286	1,808	6,109	A	0.5	3.9310	127
▲Chicago	3,715.0	2.5359	1,099.3	4,365,228	3.3437	806,272	919,719	38,294	229,961	A	6,690,715	3.5419	1,801	6,086			3.2812	129
Evanston	72.6	.0496	21.5	120,332	.0922	28,791	27,370	3,467	6,167	H	141,788	.0750	1,953	6,595			.0751	151
Oak Park	72.1	.0492	22.0	104,970	.0804	27,095	20,081	3,049	4,522	H	139,081	.0737	1,929	6,322			.0708	144
Cicero	70.2	.0479	19.6	50,352	.0385	11,897	4,867	1,976	2,146	H	125,096	.0662	1,782	6,382			.0542	113
Berwyn	55.7	.0380	16.0	34,990	.0268	8,983	2,504	1,478	811	H	102,878	.0545	1,847	6,430			.0429	113
2Elgin (See Kane Co.)																		
Maywood	29.6	.0203	8.3	19,629	.0151	6,320	673	720	1,334	H	54,612	.0289	1,845	6,580			.0230	113
Chicago Heights	25.2	.0172	6.9	24,749	.0189	5,962	6,801	641	1,023	H	34,322	.0181	1,362	4,974			.0182	106
Harvey	21.0	.0143	5.9	15,316	.0117	4,358	1,507	484	569	H	34,251	.0182	1,631	5,805			.0155	108
Wilmette	19.8	.0135	4.9	19,432	.0149	6,172	610	1,047	600		39,778	.0210	2,009	8,118			.0177	131
Blue Island	19.7	.0135	5.4	21,216	.0163	6,275	2,341	458	373	H	34,869	.0185	1,770	6,457			.0168	124
Forest Park	16.4	.0111	4.8	19,037	.0146	8,522	367	484	1,061	H	29,963	.0158	1,827	6,242			.0145	131
La Grange	14.6	.0100	3.8	21,745	.0166	5,992	2,443	1,138	465	H	28,631	.0152	1,961	7,534			.0146	146
Park Ridge	16.9	.0116	4.4	13,248	.0102	3,257	510	575	439		33,192	.0176	1,964	7,544			.0142	122
Winnetka	13.2	.0090	3.1	15,705	.0120	4,803	754	746	607		27,271	.0144	2,066	8,797			.0126	140
Des Plaines	15.4	.0105	4.2	14,145	.0108	3,301	*	418	*	H	26,630	.0141	1,729	6,340			.0124	118
River Forest	10.9	.0074	2.6	15,484	.0119	2,796	*	90	81		22,852	.0121	2,097	8,789			.0111	150

1 Centralia is in Clinton and Marion Counties.
2 Elgin is in Cook and Kane Counties.

▲ See end of state "Metropolitan County Areas."
*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.
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IT TAKES A LOT O' *Buyin'* TO KEEP GOOD HOMES *A-Goin'!*

5 QUESTIONS FOR EXECUTIVES WHO HAVE CHICAGO *SALES* ON THEIR MINDS

Are you getting into the HOMES of Chicago's most IMPORTANT million?

Are you doing a good solid job of making these folks feel friendly to your products?

Are they reading about your products under the most favorable circumstances?

Through the medium of only one newspaper—Chicago Daily News—you can reach Chicago's most IMPORTANT million. And, mind you, in their HOMES. In their HOMES where they can read about you thoughtfully and thoroughly in the most pleasant surroundings.

How can you expect to get into these HOMES with what you have to sell if you don't get in with what you have to say?

How can you expect maximum sales success in Chicago without the steady patronage of Chicago's most IMPORTANT million?

It takes a lot o' buyin' to keep good HOMES a-goin'. Particularly those HOMES whose substantial character demand a family newspaper edited on their own character level. In Chicago it's the Chicago Daily News.

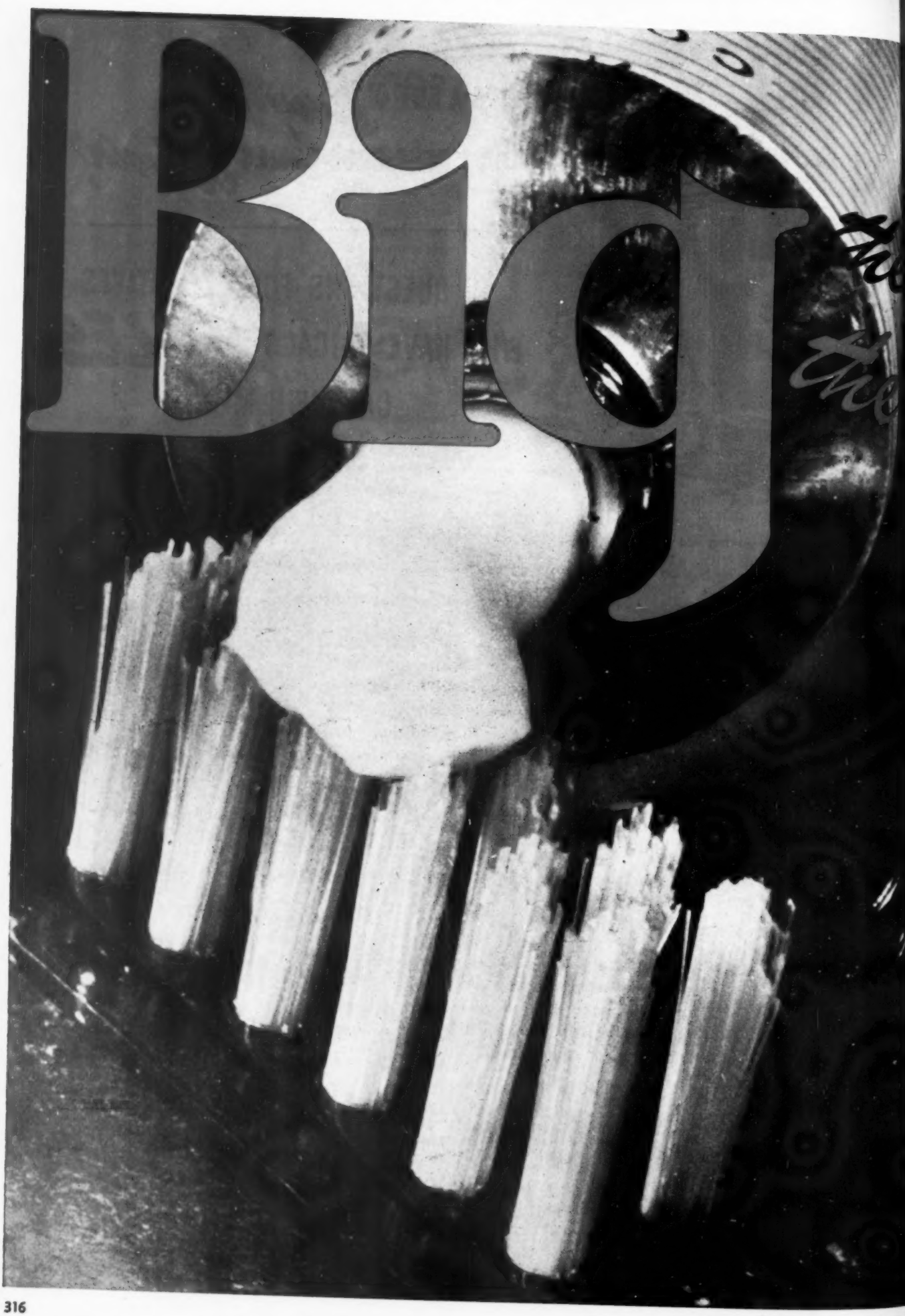
CHICAGO DAILY NEWS

For 73 Years Chicago's HOME Newspaper

JOHN S. KNIGHT, *Publisher*

DAILY NEWS PLAZA: 400 West Madison Street, CHICAGO

NEW YORK OFFICE: 9 Rockefeller Plaza
LOS ANGELES OFFICE: Story, Brooks & Finley, Inc. 624 Guaranty Building
DETROIT OFFICE: Free Press Building
MIAMI OFFICE: Herald Building, Miami, Florida


Big

better to see with!
better to SELL with!

To squeeze greater profit out of the Chicago Market, get a close-up of the big part of Chicago that's yours in the Herald-American.

For example, if you sell a product for family consumption, whether it be tooth-paste or tid bits—Food, Drugs or Detergents—notice how perfectly you can put direct pressure where you want it through the Herald-American's family coverage.

So that you can see exactly who your advertising reaches and sells, the Herald-American offers a complete break-down of its readership showing age, sex, family status and employment.



*872,783 FAMILY HEADS

HERE IS A CLOSE-UP OF THE CHICAGO HERALD-AMERICAN'S BIG FAMILY MARKET

EVENING		SUNDAY	
*872,783	Family heads in Metropolitan Chicago read the Herald-American—369,637 husbands and 503,146 wives.	*1,073,772	Family heads in Metropolitan Chicago read the Sunday Herald-American—448,522 are husbands 625,250 are wives.
37.6%	of ALL family heads in Metropolitan Chicago read the Herald-American.	46.2%	of ALL family heads in Metropolitan Chicago read the Sunday Herald-American.
4.1	is the average number of persons per Herald-American household—17.1% more than the average for Metropolitan Chicago (3.5).	4.07	is the average number of persons per Sunday Herald-American Household—16.3% larger than the average for Metropolitan Chicago (3.5).

These figures are from a recent survey by Alfred Politz Research Inc., which shows that Chicago Herald-American readers are younger, buy for larger households, and live in homes having an 18.4% higher median rental value than the median for Metropolitan Chicago. For a close-up of the big part of Chicago that can be yours, write for a copy of "Characteristics of Chicago Herald-American Readers."

FIRST AWARD

"Because of the reliability and validity of the techniques used in its preparation," the Chicago Herald-American's analysis of its readers' characteristics received first award for market data books in the 1949 Editor and Publisher Promotion Awards.

Chicago HERALD-AMERICAN
CHICAGO'S LARGEST EVENING NEWSPAPER

NATIONALLY REPRESENTED BY THE HEARST ADVERTISING SERVICE

ILLINOIS— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Crawford	22.1	.0151	6.9	15,164	.0116	3,459	1,448	267	739		23,790	.0126	1,076	3,448	D	30.1	.0128	85
Cumberland	12.0	.0082	3.7	4,459	.0034	1,347	*	118	*		6,750	.0038	563	1,824	C	49.5	.0045	55
De Kalb	38.9	.0265	12.0	44,599	.0342	9,378	6,247	933	1,814		61,550	.0328	1,582	5,129	A	30.3	.0319	120
De Kalb	12.5	.0085	4.0	21,408	.0164	4,722	5,294	473	1,139	H	18,181	.0096	1,454	4,545			.0114	134
De Witt	17.8	.0122	5.4	16,055	.0123	4,323	2,534	399	572		22,382	.0118	1,257	4,145	B	36.9	.0120	98
Douglas	18.7	.0127	5.7	14,271	.0109	3,608	1,348	237	537		19,582	.0104	1,047	3,435	B	38.6	.0110	87
Du Page 24	128.2	.0875	34.9	99,112	.0759	32,882	3,095	3,459	2,862		198,968	.1053	1,552	5,701	B	6.6	.0929	106
Elmhurst	18.1	.0124	4.9	19,271	.0147	6,022	787	725	1,236	H	31,349	.0166	1,732	6,398			.0152	123
Downers Grove	11.0	.0075	3.1	14,683	.0113	4,165	775	502	316	H	18,335	.0097	1,667	5,915			.0097	129
Edgar	24.7	.0169	7.8	20,515	.0157	4,706	2,632	547	954		26,583	.0141	1,076	3,408	A	38.7	.0151	89
Paris	10.6	.0072	3.6	16,055	.0123	3,558	*	445	*	H	13,984	.0074	1,319	3,884			.0088	122
Edwards	9.4	.0064	3.0	4,460	.0034	948	*	59	211		6,985	.0037	743	2,328	E	42.7	.0042	98
Effingham	20.3	.0139	5.9	19,824	.0150	3,458	1,512	355	567		26,574	.0140	1,309	4,504	C	34.8	.0143	103
Fayette	26.4	.0180	7.8	16,055	.0123	4,640	1,248	638	1,307		32,174	.0171	1,219	4,125	B	37.6	.0158	88
Ford	15.3	.0104	4.7	15,165	.0116	3,176	1,282	355	787		19,596	.0103	1,281	4,169	B	43.9	.0107	103
Franklin	50.2	.0343	15.5	35,679	.0273	10,658	3,354	681	2007		54,556	.0289	1,087	3,520	E	9.8	.0295	86
Fulton	48.7	.0332	15.5	36,572	.0280	8,812	4,112	888	1,401		53,156	.0282	1,091	3,429	A	29.2	.0291	88
Canton	13.9	.0095	4.5	18,730	.0143	3,941	3,159	562	1,036	H	23,787	.0126	1,711	5,286			.0125	132
Gallatin	10.1	.0069	3.0	5,352	.0041	931	326	89	164		6,995	.0037	693	2,332	D	53.1	.0045	65
Greene	21.4	.0147	6.5	12,487	.0096	3,740	920	281	352		18,185	.0096	850	2,798	B	45.3	.0106	72
Grundy	19.5	.0133	5.7	18,732	.0143	3,958	1,417	223	804		20,983	.0111	1,076	3,681	B	30.2	.0125	94
Hamilton	13.6	.0092	4.2	6,244	.0048	898	527	148	*		6,982	.0037	513	1,662	E	52.5	.0051	55
Hancock	27.2	.0186	9.1	16,948	.0130	4,091	985	371	327		25,180	.0133	926	2,767	A	48.2	.0143	77
Hardin	7.6	.0052	2.1	3,567	.0027	898	*	73	*		4,198	.0022	552	1,998	F	29.6	.0030	58
Henderson	9.4	.0064	2.7	4,460	.0034	899	*	59	*		4,831	.0026	514	1,789	B	58.6	.0036	56
Henry	43.0	.0294	13.2	41,592	.0319	9,706	3,226	934	2,233		55,298	.0293	1,286	4,189	A	29.7	.0301	102
Kewanee	19.9	.0136	6.2	21,663	.0166	5,305	2,900	554	1,546	H	28,297	.0150	1,422	4,564			.0152	112
Iroquois	33.9	.0231	10.1	25,867	.0198	5,902	2,039	459	640		39,168	.0207	1,155	3,878	A	48.7	.0209	90
Jackson	37.5	.0256	11.1	28,544	.0219	7,051	3,255	621	1,982		44,764	.0237	1,194	4,033	D	23.9	.0235	92
●Murphysboro	12.2	.0083	3.9	12,487	.0096	2,844	*	223	1,298	H	15,379	.0081	1,261	3,943			.0086	104
Jasper	13.6	.0093	4.2	5,352	.0041	1,196	361	74	125		8,393	.0045	617	1,998	C	63.1	.0053	57
Jefferson	36.0	.0246	11.0	28,544	.0219	5,155	6,316	637	2,067		40,567	.0214	1,127	3,688	D	25.5	.0222	90
Mt. Vernon	19.8	.0136	6.1	24,977	.0191	4,422	*	*	*	H	16,791	.0089	848	2,753			.0129	95
Jersey	14.4	.0098	4.4	9,811	.0075	2,327	692	252	529		12,590	.0067	874	2,861	C	41.2	.0076	78
Jo Daviess	20.4	.0139	6.2	16,055	.0123	3,625	658	311	460		19,587	.0104	980	3,159	B	46.0	.0117	84
Johnson	11.0	.0075	3.1	4,460	.0034	681	428	*	*		6,751	.0036	614	2,178	E	56.7	.0043	57
Kane 143	147.8	.1009	44.0	161,916	.1241	42,198	20,665	4,170	8,136		242,983	.1286	1,644	5,522	A	8.2	.1217	121
2Elgin	45.0	.0307	13.5	53,398	.0409	12,838	9,147	1,447	2,542	G	78,795	.0417	1,751	5,837			.0393	128
◆Aurora	54.1	.0369	17.0	69,762	.0534	19,890	10,454	2,085	4,402	G	95,757	.0507	1,770	5,633			.0488	132
Kankakee	69.5	.0475	20.7	63,546	.0487	13,415	7,795	1,853	2,433		101,123	.0535	1,455	4,885	A	16.9	.0509	107
Kankakee	27.4	.0187	8.4	49,424	.0379	9,197	7,344	1,571	2,311	G	42,497	.0225	1,551	5,059			.0264	141
Kendall	11.9	.0081	3.4	7,135	.0055	1,863	164	163	*		8,392	.0044	705	2,468	B	43.5	.0055	68
Knox	54.9	.0375	17.3	53,920	.0413	11,943	6,015	1,552	2,497		78,068	.0414	1,422	4,513	A	19.7	.0406	108
Galesburg	33.9	.0232	10.5	42,793	.0328	8,675	5,891	1,429	2,213	G	50,816	.0269	1,499	4,840			.0279	120
Lake 24	140.0	.0955	39.2	148,159	.1135	41,004	10,196	4,537	6,331		225,680	.1194	1,612	5,757	B	5.8	.1129	118
Waukegan	40.4	.0275	11.5	60,692	.0464	14,138	6,952	1,791	4,228	H	66,296	.0351	1,641	5,765			.0370	135
Highland Park	17.6	.0120	4.5	21,421	.0164	6,920	1,184	1,010	752	H	35,534	.0188	2,019	7,896			.0167	139
La Salle	112.5	.0768	32.5	101,056	.0774	25,073	8,272	2,628	6,779		164,138	.0869	1,459	5,050	A	18.0	.0820	107
Ottawa	18.1	.0124	5.4	24,254	.0186	5,830	2,652	933	1,466	H	26,679	.0141	1,474	4,941			.0151	122
Streator	18.4	.0126	5.4	22,638	.0174	5,582	2,595	580	1,536	H	26,882	.0142	1,461	4,978			.0148	117
●La Salle	14.1	.0096	3.9	20,212	.0154	3,759	1,921	621	2,725	H	20,671	.0110	1,466	5,300			.0120	125
Lawrence	22.2	.0152	6.6	13,380	.0102	3,825	2,204	355	653		23,789	.0126	1,072	3,604	D	27.6	.0124	82
Lee	39.4	.0269	11.7	29,436	.0225	7,433	6,216	686	1,427		50,359	.0268	1,278	4,304	A	33.3	.0254	94
Dixon	12.9	.0088	4.1	20,517	.0157	4,987	6,052	487	1,092	H	22,381	.0119	1,735	5,459			.0124	141
Livingston	39.7	.0271	11.8	32,112	.0246	7,151	4,343	711	1,019		47,561	.0252	1,198	4,031	A	42.1	.0254	94
Pontiac	11.6	.0079	3.6	13,379	.0102	2,744	2,467	326	584	H	16,779	.0088	1,446	4,661			.0090	114
Logan	30.7	.0209	9.3	25,868	.0198	5,005	3,848	532	954		37,770	.0200	1,230	4,061	B	38.0	.0201	96
Lincoln	14.6	.0100	4.6	18,731	.0143	3,274	3,782	399	834	H	16,793	.0089	1,150	3,651			.0107	107
McDonough	29.1	.0199	9.5	26,760	.0205	5,371	6,152	533	828		39,168	.0208	1,348	4,123	A	36.5	.0205	103
Macomb	9.9	.0067	3.4	16,948	.0130	2,844	5,394	369	374	H	18,185	.0097	1,837	5,349			.0101	151
McHenry	39.1	.0267	11.2	45,491	.0348	10,908	4,769	1,036	1,216		72,741	.0385	1,860	6,495	A	30.2	.0350	131
McLean	76.0	.0519	23.3	78,119	.0598	18,069	7,165	1,948	4,034		117,084	.0620	1,541	5,025	A	24.5	.0593	114
Bloomington	34.7	.0237	11.0	60,288	.0462	11,866	6,906	1,527	3,592	G	66,561	.0352	1,918	6,051			.0362	153

◆ See end of state "New Metropolitan County Areas."
2 Elgin is in Cook and Kane Counties.

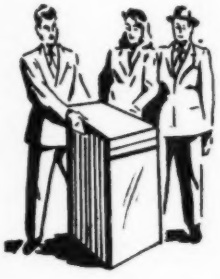
● See end of state "Multiple Cities."
*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

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ONLY in the PANTAGRAPH

No other paper or group of papers begin to cover this prosperous, progressive market of eager buyers like The Pantagraph does. Nine out of every 10 families in McLean County *read and react* to Pantagraph advertising.



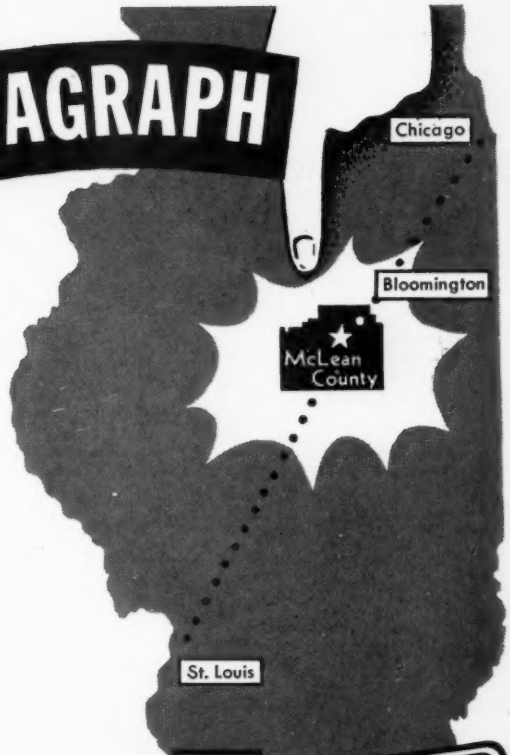
Bloomington—
Annual retail sales $60,288,000; per capita sales $1,737.40.*

McLean County—
Total annual spendable income $117,084,000; per capita income $1,541.00.*

Bloomington—
Total annual spendable income $66,561,000; per capita income $1,918.00.*

McLean County—
Annual sales: Food $18,069,000; General Merchandise $7,165,000; Drugs $1,948,000; Furniture, Household and Radio $4,034,000.*

Bloomington—
Per capita sales: Food $341.95; General Merchandise $199.02; Drugs $44.00; Furniture, Household and Radio $103.51.*



Pantagraph circulation 35,393 (ABC 9-30-48). Two and a half times the trading zone circulation of newspapers of comparable size in seven North Central states.

**Copr. 1949. Sales Management Survey of Buying Power; further reproduction not licensed.*

1846 THE PANTAGRAPH BLOOMINGTON, ILLINOIS 1949

REPRESENTED NATIONALLY BY GILMAN, NICOLL & RUTHMAN

CENTRAL ILLINOIS' HOME NEWSPAPER SINCE 1846



BLOOMINGTON,* ILL.

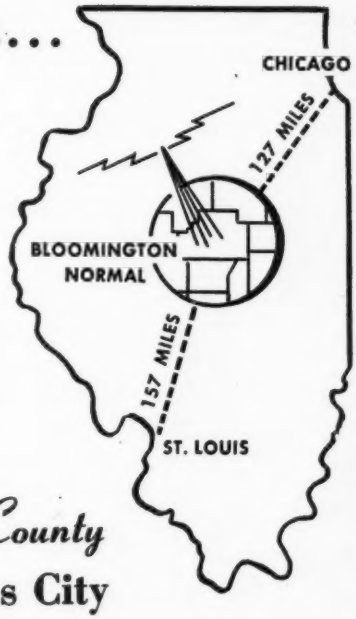
189th Market in the Nation...

(Excluding Suburban Cities in Metropolitan Areas)

2nd in Illinois

in per capita net effective Buying Income (outside Chicago)

Reached By Radio Exclusively With



WJBC AM and FM

the only station serving stable, wealthy McLean County

***NORMAL, ILLINOIS . . . A Contiguous Bonus City**

ABC *in Central Illinois* OWNED BY THE DAILY PANTAGRAPH

HALE BONDURANT, *Manager*
JOHN E. PEARSON CO., *Representative*



Your FIRST Market
IN ILLINOIS (Except Chicago Met. Dist.)

POPULATION (City)
PEORIA 119,800
Rockford 98,600
Springfield 89,500

Metropolitan POPULATION (County Areas)
PEORIA 229,600
St. Clair 187,400
Madison 182,500

CIRCULATION (Standard Rate & Data)
PEORIA ..... 96,083 (Journal and Star)
Springfield ..... 77,007 (Journal and Register)
Rockford ..... 73,925 (Star-Register-Gazette)

RETAIL SALES (County Figures)
PEORIA ..... $201,151,000 (Peoria)
Winnebago ..... $166,321,000 (Rockford)
Kane ..... $161,916,000 (Elgin-Aurora)

BUYING INCOME PER FAMILY Effective (Net) City
PEORIA $6,063
Bloomington $6,051
Champaign $5,947

BUYING INCOME Effective (Net) County
PEORIA $293,865,000
St. Clair $258,799,000
Kane $242,983,000

"PEORIA NEWSPAPERS BEST in U. S. for TEST" . . .
says Sales Management's latest survey of 156 agency and advertising executives

TEST CITY U.S.A.
Peoria JOURNAL · STAR
PEORIA NEWSPAPERS, INC., Agent.
National Representatives: WARD-GRIFFITH CO., INC. — Offices in Principal Cities

Figures are from Sales Management's Survey of Buying Power, Copr. 1949, further reproduction not licensed.

ILLINOIS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Macon 34	98.4	.0658	29.6	101,759	.0779	21,516	17,156	2,409	4,917	.....	144,600	.0768	1,500	4,885	B	10.0	.0748	114
▲Decatur	66.1	.0451	20.9	94,801	.0726	19,435	17,030	2,359	*	F	107,413	.0569	1,625	5,139	.....	.....	.0593	131
Macoupin	45.1	.0307	14.3	29,436	.0225	9,844	1,742	637	1,109	.....	43,364	.0229	962	3,032	B	29.4	.0243	79
Madison 103	182.5	.1246	54.5	148,851	.1140	41,041	8,728	3,520	9,426	.....	230,680	.1221	1,264	4,233	B	8.6	.1202	96
Alton	38.1	.0260	11.6	51,965	.0398	13,234	4,679	1,246	4,796	H	51,930	.0275	1,363	4,477	.....	.....	.0309	119
Granite City	32.0	.0219	9.1	26,424	.0203	7,241	1,773	676	1,639	H	36,416	.0193	1,138	4,002	.....	.....	.0201	92
Edwardsville	9.9	.0067	3.0	14,092	.0108	3,259	801	523	1,018	H	15,622	.0082	1,578	5,207	.....	.....	.0087	130
Marion	45.9	.0314	14.1	46,382	.0355	11,756	8,321	1,660	3,594	.....	73,050	.0387	1,592	5,181	D	15.6	.0363	116
1Centralia	23.0	.0157	7.1	25,868	.0198	6,035	6,675	1,111	2,640	H	30,775	.0162	1,338	4,335	.....	.....	.0172	110
Salem	8.9	.0061	2.9	12,487	.0096	3,343	1,448	399	937	H	13,983	.0074	1,571	4,822	.....	.....	.0078	128
Marshall	13.6	.0092	4.2	10,704	.0082	2,527	1,152	193	335	.....	13,992	.0074	1,029	3,331	B	40.9	.0080	87
Mason	16.1	.0110	5.0	13,380	.0102	2,910	920	311	296	.....	16,787	.0089	1,043	3,357	B	40.1	.0097	88
Massac	15.4	.0105	4.7	7,135	.0055	1,879	823	282	546	.....	9,797	.0052	636	2,084	E	30.9	.0064	61
Menard	11.0	.0075	3.4	7,136	.0055	1,680	428	162	452	.....	11,196	.0059	1,018	3,293	B	42.3	.0061	81
Mercer	18.7	.0128	5.8	11,595	.0089	2,445	822	178	408	.....	18,185	.0096	972	3,135	B	49.1	.0100	78
Monroe	12.8	.0087	3.8	8,028	.0061	1,995	330	132	344	.....	15,387	.0082	1,202	4,049	D	48.3	.0077	89
Montgomery	32.3	.0221	10.2	27,651	.0212	6,452	2,337	697	993	.....	44,764	.0237	1,386	4,389	B	35.1	.0226	102
Morgan	35.6	.0243	10.9	31,917	.0244	6,175	3,789	816	*	.....	44,862	.0237	1,260	4,116	B	26.9	.0240	99
Jacksonville	22.9	.0157	7.2	27,604	.0211	4,733	3,697	*	1,182	H	31,442	.0167	1,373	4,367	.....	.....	.0178	113
Moultrie	13.6	.0093	4.3	9,812	.0075	1,961	494	132	232	.....	11,190	.0059	823	2,602	B	42.4	.0071	76
Ogle	31.5	.0215	9.9	25,868	.0198	6,567	1,579	696	873	.....	40,576	.0215	1,289	4,099	A	36.8	.0210	98
Peoria 86	165.0	.1126	52.2	201,151	.1542	45,617	29,766	5,304	15,888	.....	293,865	.1556	1,781	5,630	B	5.3	.1466	130
▲Peoria	119.8	.0817	37.8	182,636	.1399	39,432	29,454	5,009	15,344	E	229,177	.1213	1,913	6,063	.....	.....	.1190	146

▲ See end of state "Metropolitan County Areas."
1 Centralia is in Clinton and Marion Counties.

*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.
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WMBD

PEORIA, ILLINOIS LEADS WITH

See Free & Peters



More local and national spot business.

•

More listeners than the next two nearest Peoria stations combined.

•

More sponsor promotion and merchandising.

•

Greater concentrated coverage of the rich Peoriarea market.

CBS Affiliate
AM 5,000 watts
FM 20,000 watts

ILLINOIS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Perry	22.9	.0156	6.8	16,054	.0123	4,356	1,183	488	631		23,781	.0126	1,038	3,497	E	24.0	.0131	84
Piatt	15.4	.0106	4.6	9,812	.0075	2,610	590	*	310		13,985	.0074	908	3,040	B	45.5	.0081	78
Pike	23.7	.0161	7.4	15,165	.0116	4,008	1,546	296	675		22,381	.0118	944	3,024	B	50.4	.0126	78
Pope	7.7	.0053	2.3	2,676	.0020	761	*	*	*		4,197	.0022	545	1,875	F	59.7	.0028	53
Pulaski	14.4	.0098	4.1	6,243	.0048	1,412	625	133	197		8,149	.0043	566	1,988	E	35.0	.0056	57
Putnam	5.1	.0035	1.6	2,676	.0020	764	*	*	*		3,375	.0018	662	2,109	D	50.4	.0022	63
Randolph	33.2	.0227	9.8	19,624	.0150	5,204	1,875	371	839		27,971	.0148	843	2,854	B	27.3	.0184	72
Richland	19.2	.0131	6.1	13,379	.0102	2,761	1,479	341	670		19,594	.0104	1,021	3,212	E	29.5	.0109	83
Olney	10.4	.0071	3.5	11,595	.0089	2,410	1,479	*	670	H	11,191	.0060	1,076	3,197			.0071	100

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 19.

Mr. Ray C. Jenkins, Executive Vice President, Erwin, Wasey & Company of Minnesota, writes about SALES MANAGEMENT'S Survey of Buying Power:

"The Per Capita figure for Effective Buying Income is a fine addition to the figures that have been shown and in all I think that the revisions you are making will help us serve our advertisers with even a greater degree of efficiency..."

The FACT is

You can't cover ROCKFORD, ILLINOIS with an outside station

WROK

Rockford's ONLY Station

LEADS* IN LISTENING	MORNING	40.7%
	AFTERNOON	35.8%
	EVENING	31.3%

*Conlan Survey—November 14-20, 1948

An ABC Affiliate—Represented Nationally by Headley-Reed Co.

ILLINOIS— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Rock Island 32	134.4	.0917	41.4	126,714	.0971	30,089	19,109	3,154	6,518		223,238	.1182	1,661	5,392	B	5.2	.1066	116
▲●Rock Island	55.0	.0376	17.2	52,647	.0403	11,898	5,958	1,445	2,508	F	95,425	.0505	1,735	5,548			.0449	119
▲●Moline	42.9	.0293	13.1	58,287	.0447	11,096	12,212	1,400	3,667	H	75,375	.0399	1,757	5,754			.0392	134
●East Moline	14.2	.0097	4.1	10,771	.0082	3,742	334	267	*	H	21,059	.0112	1,483	5,136			.0100	103
St. Clair 103	187.4	.1279	57.6	150,320	.1152	39,106	12,211	4,111	14,246		258,799	.1370	1,381	4,493	B	7.8	.1286	101
East St. Louis	85.2	.0581	25.2	86,391	.0662	21,833	7,981	2,679	11,122	F	118,257	.0626	1,388	4,693			.0628	108
Belleville	35.0	.0239	11.0	38,875	.0298	8,404	4,060	964	2,416	H	50,645	.0268	1,447	4,604			.0271	113
Saline	35.0	.0239	10.5	25,868	.0198	6,203	3,321	785	2,382		40,558	.0215	1,159	3,863	D	17.4	.0215	90
Harrisburg	12.5	.0085	3.8	16,055	.0123	3,691	2,797	547	2,068	H	13,993	.0074	1,119	3,682			.0091	107
Sangamon 116	125.0	.0854	38.5	135,250	.1036	29,576	13,575	4,453	13,361		196,375	.1039	1,571	5,101	A	10.3	.1001	117
▲Springfield	89.5	.0611	28.3	121,883	.0933	25,241	13,507	4,331	13,246	F	148,212	.0784	1,656	5,237			.0794	130
Schuyler	11.9	.0081	3.6	7,136	.0055	1,812	725	103	206		8,393	.0044	705	2,331	B	56.0	.0055	68
Scott	8.5	.0058	2.6	4,459	.0034	1,330	559	*	*		6,994	.0037	823	2,690	C	52.6	.0040	69
Shelby	27.2	.0185	8.6	14,271	.0109	3,442	428	252	580		19,575	.0104	720	2,276	B	49.8	.0122	66
Stark	9.4	.0065	2.8	6,244	.0048	1,597	130	162	65		9,788	.0052	1,041	3,496	B	50.2	.0053	82
Stephenson	45.1	.0308	13.8	43,707	.0335	10,824	11,087	1,214	2,265		67,145	.0355	1,489	4,866	A	24.8	.0340	110
Freeport	26.8	.0183	8.1	36,571	.0280	9,378	10,788	1,141	2,162	H	41,966	.0222	1,566	5,181			.0232	127
Tazewell 86	64.6	.0440	19.2	46,206	.0354	14,617	2,371	1,321	2,269		85,853	.0454	1,329	4,472	B	16.8	.0421	96
Pekin	22.5	.0154	6.9	24,277	.0186	7,384	2,094	902	1,842	H	33,368	.0176	1,483	4,836			.0175	114
Union	22.1	.0151	6.1	11,585	.0089	2,978	1,117	325	490		16,790	.0089	760	2,752	D	38.9	.0101	67
Vermillion	86.8	.0593	27.8	53,824	.0642	21,727	9,626	2,736	4,252		117,285	.0621	1,351	4,219	A	15.2	.0622	105
Danville	43.9	.0299	14.9	62,247	.0477	14,425	8,960	1,722	3,707	G	70,284	.0372	1,601	4,717			.0389	130
Wabash	14.4	.0098	4.4	12,488	.0096	3,060	1,645	208	679		15,394	.0082	1,069	3,499	E	24.5	.0089	91
Warren	22.8	.0156	7.3	21,408	.0164	4,556	2,698	547	1,032		27,983	.0148	1,227	3,833	A	37.7	.0154	99
Monmouth	10.0	.0069	3.2	16,055	.0123	3,624	2,565	444	1,006	H	16,833	.0089	1,683	5,260			.0095	138
Washington	16.2	.0110	4.9	8,028	.0061	1,630	758	118	296		11,191	.0059	691	2,284	B	55.1	.0070	64
Wayne	22.1	.0151	6.5	12,487	.0096	1,961	823	237	306		15,380	.0081	696	2,366	D	46.4	.0100	66
White	20.4	.0139	6.2	14,132	.0108	2,959	691	148	361		16,783	.0089	823	2,707	C	38.1	.0105	76
Whiteside	46.5	.0318	13.8	42,815	.0328	10,275	3,716	1,228	2,312		61,550	.0326	1,324	4,460	A	26.2	.0325	102
Sterling	12.4	.0084	3.8	22,300	.0171	5,155	2,762	726	1,341	H	18,188	.0096	1,467	4,786			.0116	138
Will 155	135.0	.0921	38.9	109,111	.0836	28,845	16,605	3,124	5,687		179,415	.0950	1,329	4,612	A	12.4	.0910	99
◆Joliet	55.0	.0376	15.8	80,439	.0616	18,700	16,237	2,607	5,418	G	82,060	.0435	1,492	5,194			.0478	127
Williamson	50.1	.0342	15.5	33,003	.0253	8,895	6,939	785	1,470		51,758	.0274	1,033	3,339	E	13.9	.0281	82

▲ See end of state "Metropolitan County Areas." ◆ See end of state "New Metropolitan County Areas." Before using these figures, see explanation page 19.
* Withheld to avoid disclosure. ● See end of state "Multiple Cities." © SM, 1949.

adv.

For market data of major Metropolitan Areas, see page 133.



QUAD-CITIES

. . . Rock Island, Moline and East Moline, Illinois, and Davenport, Iowa

- **Four unified cities located as closely together as the boroughs of New York, recognized as one metropolitan market.**
- **Farm machinery manufacturing center of the world.**
- **Over 10,000 population increase in 12 months. (Sales Mgt.)**
- **Metropolitan population now exceeds 231,000 —nearly 60% living on the Illinois side. (Sales Mgt.)**
- **Total retail sales surpassed $252 million in 1948, over half credited to the ILLINOIS portion of the Quad-City market. (Sales Mgt. county data.)**
- **Retail Food Group sales topped $55 million in 1948, of which 54% was sold in the ILLINOIS area of the Quad-Cities. (Sales Mgt. county data.)**

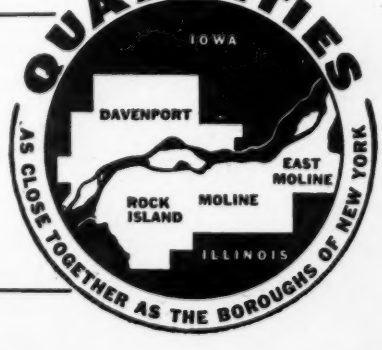
Argus-Dispatch are the only daily newspapers published on the Illinois side, where nearly 60% of the Quad-City population *live.*

WHBF delivers more daytime listeners in the Quad-Cities than any other station—a close second at night. (Hooper) Basic ABC outlet.

These market facts offered for your convenience by —

ROCK ISLAND ARGUS and MOLINE DISPATCH

RADIO STATION WHBF, ROCK ISLAND 5000 WATTS



There are **423**

MANUFACTURING ESTABLISHMENTS

in **ROCKFORD**

1948 RETAIL SALES
(Based on Sales Tax Revenue)
ROCKFORD
(Winnebago County)
$166,295,798.00
Rockford ABC Retail Zone
$596,041,275.00

With 423 diversified manufacturers, and located in the heart of a rich, 13-county agricultural and industrial section, Rockford is recognized as high in sales potential . . . ideal for testing products. Yes, this IS a great market!

At the Top  *In Illinois*

ROCKFORD

BEST TEST CITY IN THE MID-WEST

MORNING STAR . . . REGISTER-REPUBLIC

ILLINOIS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S.A. Potential	Quality of Market Index
Winnebago.....99	135.4	.0925	41.6	166,321	.1275	37,958	19,576	4,212	10,109	.....	215,963	.1144	1,595	5,191	B	6.1	.1140	123
▲Rockford.....	98.6	.0673	30.1	150,279	.1151	32,601	19,383	4,064	9,915	F	176,395	.0934	1,789	5,860	.....	.....	.0947	141
Woodford.....	19.6	.0133	5.7	16,055	.0123	3,591	527	282	624	.....	23,761	.0126	1,213	4,172	B	42.0	.0127	95
Total Above Cities..	5,751.5	3.9260	1,714.9	6,945,469	5.3199	1,406,262	1,284,726	113,154	383,425	.....	10,049,805	5.3201	1,747	5,854	.....	.....	5.0376	128
State Total.....	8,635.8	5.8949	2,584.7	8,585,778	6.5763	1,852,110	1,389,960	250,513	441,743	.....	13,611,266	7.2055	1,576	5,266	.....	9.9	6.7548	115

ILLINOIS — Metropolitan County Areas

Chicago.....24	5,146.7	3.5133	1,507.5	5,534,130	4.2849	1,142,533	1,067,769	173,859	277,855	.....	9,098,302	4.8163	1,768	6,035	.....	.....	4.3963	125
Davenport, Iowa-Rock Island-Moline, Ill.....32	231.9	.1582	71.9	252,403	.1934	55,613	39,577	6,208	15,575	.....	409,301	.2167	1,765	5,693	.....	.....	.1980	125
Decatur.....34	96.4	.0658	29.6	101,759	.0779	21,516	17,156	2,409	4,917	.....	144,600	.0766	1,500	4,885	.....	.....	.0748	114
Peoria.....86	229.6	.1566	71.4	247,357	.1890	60,234	32,137	6,625	18,157	.....	379,718	.2010	1,654	5,318	.....	.....	.1887	120
Rockford.....99	135.4	.0925	41.6	166,321	.1275	37,958	19,576	4,212	10,109	.....	215,963	.1144	1,595	5,191	.....	.....	.1140	123
Springfield.....116	125.0	.0854	38.5	135,259	.1036	29,576	13,575	4,453	13,361	.....	196,375	.1039	1,571	5,101	.....	.....	.1001	117

ILLINOIS — New Metropolitan County Areas

Aurora.....143	147.8	.1009	44.0	161,916	.1241	42,198	20,665	4,170	8,136	.....	242,983	.1288	1,644	5,522	.....	.....	.1217	121
Joliet.....155	135.0	.0921	38.9	109,111	.0836	28,845	16,605	3,124	5,687	.....	179,415	.0950	1,329	4,612	.....	.....	.0910	99

ILLINOIS — Multiple Cities

Champaign-Urbana.....	51.5	.0352	16.7	76,709	.0587	15,263	10,723	2,844	4,216	.....	98,302	.0521	1,909	5,886	.....	.....	.0471	134
La Salle-Peru-Oglesby.....	28.4	.0194	7.9	28,265	.0216	6,875	2,253	1,415	3,251	.....	38,895	.0206	1,370	4,923	.....	.....	.0207	107
Murphysboro-Carbondale-Herrin.....	36.2	.0247	11.5	36,040	.0276	8,776	*	783	2,397	.....	42,176	.0223	1,165	3,667	.....	.....	.0244	99
Rock Island-Moline-E. Moline.....	112.1	.0766	34.4	121,705	.0932	26,736	18,504	3,112	*	.....	191,859	.1016	1,711	5,577	.....	.....	.0941	123

▲ See end of state "Metropolitan County Areas."

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Before using these figures, see explanation page 19.
*Withheld to avoid disclosure.

"Effective buying income" buys your product
only when effective advertising sells it . . .



*WLS advertising is effective
because of the confidence
millions of people have in WLS.

WLS
CHICAGO 7
The PRAIRIE FARMER STATION

A Clear Channel Station

890 KILOCYCLES · 50,000 WATTS · ABC AFFILIATE · REPRESENTED BY JOHN BLAIR & CO.



The Golden Zone of Buying Power in Indiana

Fort Wayne leads all cities in Indiana in buying power per family and per capita.

Its metropolitan area, Allen County, leads all counties in Indiana in purchasing power per family and per capita.

Home coverage: 99% in City Zone plus 43% in its entire ABC Trading Area

100% merchandising co-operation. An ideal test market

The News-Sentinel

Fort Wayne, Indiana

Allen-Klapp Co. . . . New York . . . Chicago . . . Detroit

INDIANA

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City	County	City	County	City	County
Anderson	Madison	Goshen	Elkhart	New Albany	Floyd
Bedford	Lawrence	Hammond	Lake	New Castle	Henry
Bloomington	Monroe	Huntington	Huntington	Peru	Miami
Brazil	Clay	Indianapolis	Marion	Portland	Jay
Columbus	Bartholomew	Kokomo	Howard	Richmond	Wayne
Connersville	Fayette	Lafayette	Tippecanoe	Seymour	Jackson
Crawfordsville	Montgomery	La Porte	La Porte	Shelbyville	Shelby
East Chicago	Lake	Lebanon	Boone	South Bend	St. Joseph
Elkhart	Elkhart	Logansport	Cass	Terre Haute	Vigo
Elwood	Madison	Marion	Grant	Valparaiso	Porter
Evansville	Vanderburgh	Michigan City	La Porte	Vincennes	Knox
Fort Wayne	Allen	Mishawaka	St. Joseph	Wabash	Wabash
Frankfort	Clinton	Muncie	Delaware	Washington	Daviess
Gary	Lake				

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES					SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)								FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Adams	23.0	.0157	6.1	15,812	.0121	3,092	1,316	345	700		19,357	.0102	842	3,173	B	36.7	.0119	76
Allen 45	172.4	.1176	50.3	189,840	.1454	37,075	36,788	6,050	9,049		312,146	.1652	1,811	6,206	B	7.9	.1496	127
▲Fort Wayne	132.9	.0907	39.9	181,690	.1392	36,918	36,316	5,994	8,870	E	270,970	.1435	2,039	6,791			.1316	145
Bartholomew	35.3	.0241	10.6	27,210	.0208	6,816	2,924	595	1,101		32,437	.0172	919	3,060	B	23.9	.0196	81
Columbus	18.5	.0126	6.0	23,366	.0179	5,071	*	*	*	H	21,973	.0116	1,188	3,662			.0136	108
Benton	12.2	.0084	3.6	9,561	.0073	2,247	249	265	307		14,125	.0075	1,158	3,924	B	51.3	.0076	90
Blackford	14.5	.0099	4.4	9,193	.0070	3,003	1,594	437	580		20,404	.0108	1,407	4,637	D	21.9	.0095	96
Boone	25.7	.0175	8.2	17,650	.0135	4,245	1,974	543	768		25,638	.0135	998	3,126	B	40.0	.0142	81
Lebanon	8.5	.0058	2.8	12,835	.0098	2,645	1,827	331	464	H	13,602	.0072	1,600	4,858			.0077	133
Brown	6.1	.0042	1.9	1,471	.0011	737	*	*	*		4,186	.0022	686	2,203	F	48.3	.0023	55
Carroll	16.2	.0110	5.0	10,294	.0079	2,285	386	252	258		15,172	.0081	937	3,034	B	46.1	.0086	78
Cass	43.3	.0296	13.5	36,199	.0277	7,387	6,400	1,301	1,554		55,467	.0294	1,281	4,109	B	19.2	.0288	97
Logansport	24.8	.0169	8.0	31,318	.0240	6,152	6,400	990	*	H	35,018	.0185	1,412	4,377			.0198	117

▲ See end of state "Metropolitan County Areas." *Withheld to avoid disclosure.

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Your Best Salesman

In the Great Hoosier Market

Hams or hassocks . . . makes no difference . . . Indianapolis and the central area is a potential "bonanza" for the sales-minded sponsor who purchases WIRE radio time and utilizes our consistent promotional, research and merchandising facilities.

WIRE's coverage of the central area is complete . . . covering 20 out of the 25 of the retail-trading-area counties. These 20 counties represent the bulk of the central area population.

The central area boasts a family population of 607,051 (1,337,705 individuals) . . . with a buying power of over one billion dollars.

These thousands of purchasers with the "1430" habit are your best customers in the great Hoosier market.

WIRE

Basic NBC • 5,000 WATTS • 1430 KC.

INDIANAPOLIS, INDIANA

Nationally Represented By
John E. Pearson Company

•

Affiliated With
The Indianapolis Star

THE BEST SHOWS IN RADIO ARE ON WIRE

The Muncie Market
FIRST in Eastern Indiana!

Retail Sales

1949 167,770,000
1948 150,867,000
16,903,000*

Up 11%

Effective Buying Income

1949 257,754,000
1948 219,954,000
37,800,000*

Up 17%

MUNCIE CITY ZONE

RETAIL SALES	$76,815,000
FOOD SALES	16,730,000
EFFECTIVE BUYING INCOME	92,407,000
PER CAPITA INCOME	1,535
PER FAMILY INCOME	4,942

*These figures for the 5 County Trading Zone. All figures—Sales Managements 1949 Survey of buying power.

Muncie, Indiana
S M
High Spot City
Every Month

March, 1949
City Index 109.7
City Nat'l Index 104.5
(First in Indiana)

If You Are TESTING
Don't Overlook MUNCIE!

INDIANA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S.A. Potential	Quality of Market Index
Clark.....68	44.0	.0300	12.9	23,535	.0180	5,036	717	410	430	.....	28,775	.0152	654	2,231	D	23.3	.0190	63
Clay.....	22.4	.0153	6.8	13,605	.0104	4,837	1,374	543	738	.....	25,113	.0133	1,121	3,693	D	25.0	.0127	83
Brasil.....	9.3	.0064	2.9	9,544	.0073	3,382	1,185	372	618	H	15,696	.0083	1,688	5,412	.....	.....	.0076	119
Clinton.....	31.2	.0213	9.7	24,636	.0189	6,582	1,608	808	1,217	.....	43,947	.0233	1,409	4,531	B	28.6	.0215	101
Frankfort.....	16.2	.0110	5.0	17,771	.0137	5,162	*	622	1,067	H	31,390	.0167	1,938	6,278	.....	.....	.0147	134
Crawford.....	10.1	.0069	2.8	2,575	.0020	774	88	106	75	.....	7,324	.0038	725	2,616	F	55.2	.0039	57
Daviess.....	27.8	.0190	8.1	16,915	.0130	4,838	1,388	411	853	.....	23,543	.0125	847	2,907	B	38.1	.0140	74
Washington.....	12.3	.0084	3.8	13,823	.0105	3,308	*	*	760	.....	11,510	.0061	936	3,029	.....	.....	.0070	94
Dearborn.....25	24.6	.0168	7.1	15,078	.0115	4,281	588	450	786	.....	25,648	.0136	1,043	3,612	D	26.5	.0136	81
Decatur.....	19.5	.0133	6.0	12,134	.0093	3,274	1,272	319	667	.....	19,881	.0105	1,020	3,314	B	41.1	.0107	80
DeKalb.....	26.7	.0182	8.4	18,754	.0144	5,342	1,374	463	1,071	.....	31,390	.0166	1,176	3,737	B	30.2	.0163	90
Delaware.....164	91.7	.0626	28.6	84,215	.0645	19,739	9,975	2,714	5,986	.....	120,402	.0637	1,313	4,210	B	9.6	.0637	102
◆Muncie.....	60.2	.0411	18.7	76,815	.0588	16,736	9,967	2,498	5,744	G	92,407	.0489	1,535	4,942	.....	.....	.0503	122
Dubois.....	24.2	.0165	6.2	12,869	.0099	2,824	366	285	408	.....	19,358	.0103	800	3,122	C	31.8	.0114	69
Elkhart.....	86.7	.0592	26.1	80,787	.0619	18,478	8,394	2,530	4,957	.....	115,138	.0610	1,328	4,411	B	11.9	.0609	103
Elkhart.....	40.1	.0274	12.0	46,012	.0352	11,221	5,400	1,530	2,167	H	57,102	.0303	1,424	4,759	.....	.....	.0312	114

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◆ See end of state "New Metropolitan County Areas."

*Withheld to avoid disclosure.

$4759 E.B.I.* Per Family, Elkhart City

$238 Above U.S.A. Average — **$405** Above Indiana State Average!

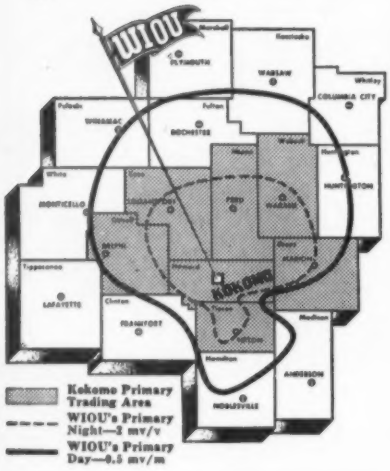
$ 57,102,000 E.B.I.* Elkhart City
$115,138,000 E.B.I.* Elkhart County

Circulation Coverage: 98% City, 76% County
No Northern Indiana Schedule is Complete Without The

Elkhart INDIANA TRUTH

Sales Management Effective Buying Income


East Chicago
Hammond
LAKE
GARY
PORTER
LAPORTE
Michigan City
La Porte
ST. JOSEPH
SOUTH BEND
Mishawaka
ELKHART
Elkhart
Goshen
LAGRANGE
STEUBEN
NOBLE
DEKALB
MARSHALL
STARKE
KOSCIUSKO
JASPER
NEWTON
PULASKI
FULTON
WHITLEY
ALLEN
FT. WAYNE
MIAMI
WABASH
HUNTINGTON
Huntington
WELLS
ADAMS
WHITE
CASS
Logansport
BENTON
CARROLL
GRANT
Marion
BLACKFORD
JAY
TIPPECANOE
Lafayette
HOWARD
Kokomo
WARREN
CLINTON
Frankfort
TIPTON
MADISON
DELAWARE
Muncie
RANDOLPH
FOUNTAIN
MONTGOMERY
Crawfordsville
BOONE
HAMILTON
Anderson
HENRY
New Castle
WAYNE
Richmond
VERMILLION
PARKE
HENDRICKS
MARION
INDIANAPOLIS
HANCOCK
PUTNAM
RUSH
FAYETTE
UNION
SHELBY
VIGO
Terre Haute
CLAY
MORGAN
JOHNSON
Shelbyville
FRANKLIN
OWEN
DECATUR
MONROE
Bloomington
BROWN
BARTHOLOMEW
Columbus
RIPLEY
DEARBORN
SULLIVAN
GREENE
JENNINGS
JACKSON
OHIO
LAWRENCE
KNOX
DAVIESS
MARTIN
JEFFERSON
SWITZERLAND
WASHINGTON
SCOTT
Vincennes
ORANGE
CLARK
PIKE
DUBOIS
GIBSON
CRAWFORD
HARRISON
FLOYD
New Albany
POSEY
VANDERBURG
WARRICK
SPENCER
PERRY
EVANSVILLE
INDIANA
Copyright by
Sales MANAGEMENT
1946 Retail Sales in Excess of $100 Million
1946 Retail Sales $50.0 Million to $99.9 Million
1946 Retail Sales $25.0 Million to $49.9 Million
1946 Retail Sales $10.0 Million to $24.9 Million
Cities shown are those having retail sales of $15.0 million or more in 1946



THE KOKOMO TRADING AREA IS RICH

. . . And important to any advertiser's plans!

Cover it thoroughly and economically with . . .

WIOU

1000 WATTS
1350 KC
CBS

John Carl Jeffrey, Vice-Pres., and Gen. Mgr.

WITHIN THE WIOU .5m/v LINE ARE SEVENTEEN PROSPEROUS COUNTIES IN NORTHERN INDIANA WITH

627,000 PEOPLE — 186,000 RADIO HOMES

For complete information about WIOU and the Kokomo market call

WEED & COMPANY New York - Chicago - Hollywood - Detroit - San Francisco - Atlanta - Boston

INDIANA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Goshen	14.4	.0098	4.5	18,623	.0143	3,759	*	386	1,446	H	20,160	.0106	1,400	4,480	.....	.....	.0116	118
Fayette	25.2	.0172	7.4	17,850	.0135	4,622	1,667	543	865	.....	25,635	.0135	1,017	3,464	D	18.3	.0142	83
Connersville	17.9	.0122	5.4	17,114	.0131	4,281	1,667	543	865	H	22,497	.0119	1,257	4,166	.....	.....	.0123	101
Floyd	44.3	.0302	13.4	30,189	.0231	8,447	4,151	651	2,200	.....	46,382	.0245	1,047	3,461	E	10.5	.0252	83
New Albany	32.4	.0222	10.1	28,687	.0220	8,242	4,151	*	2,200	H	35,219	.0187	1,087	3,487	.....	.....	.0204	92
Fountain	19.0	.0130	5.9	12,501	.0096	4,047	527	371	557	.....	20,927	.0111	1,101	3,547	B	37.3	.0110	85
Franklin	15.4	.0105	4.4	6,619	.0051	1,924	131	146	131	.....	10,987	.0058	713	2,497	C	55.7	.0065	62
Fulton	16.2	.0111	5.0	11,399	.0087	2,626	906	238	176	.....	19,881	.0106	1,227	3,976	B	42.6	.0101	91
Gibson	32.7	.0223	9.4	16,914	.0130	4,461	1,433	319	757	.....	28,252	.0149	864	3,006	B	30.5	.0158	71
Grant	65.5	.0447	20.4	55,601	.0426	13,339	6,705	1,957	*	.....	76,439	.0405	1,167	3,747	B	15.2	.0420	94
Marion	33.1	.0226	10.6	43,205	.0331	9,333	6,440	1,424	3,070	H	47,134	.0249	1,424	4,447	.....	.....	.0269	119
Greene	31.1	.0212	9.3	16,913	.0130	5,737	1,273	542	917	.....	29,297	.0155	942	3,150	C	28.9	.0159	75
Hamilton	27.8	.0190	9.0	19,121	.0146	4,498	1,214	569	599	.....	29,291	.0155	1,054	3,255	B	34.6	.0159	84
Hancock	20.3	.0139	6.5	12,869	.0099	3,382	731	306	1,247	.....	22,497	.0119	1,108	3,461	B	33.6	.0117	84
Harrison	17.7	.0121	4.8	6,251	.0048	1,529	380	132	*	.....	12,034	.0064	680	2,507	B	54.5	.0071	59
Hendricks	22.7	.0155	7.1	11,786	.0090	3,021	278	437	269	.....	19,357	.0103	853	2,726	B	38.9	.0110	71
Henry	49.4	.0337	14.8	35,383	.0271	9,084	2,676	1,169	1,982	.....	59,922	.0317	1,213	4,049	B	18.8	.0307	91
New Castle	22.2	.0151	6.8	24,715	.0189	7,307	2,306	970	1,725	H	30,703	.0163	1,383	4,515	.....	.....	.0168	111
Howard	56.4	.0385	17.0	52,682	.0404	11,973	7,852	1,662	4,302	.....	65,198	.0345	1,156	3,835	B	12.6	.0371	96
Kokomo	41.0	.0280	12.3	47,151	.0361	9,918	7,786	1,398	*	G	52,767	.0279	1,287	4,290	.....	.....	.0304	109
Huntington	31.2	.0213	9.5	26,107	.0200	6,403	2,266	874	1,097	.....	39,761	.0210	1,274	4,185	B	26.6	.0208	98
Huntington	15.7	.0107	4.6	18,430	.0142	4,586	2,032	557	928	H	24,588	.0130	1,566	5,345	.....	.....	.0129	121

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 19.

THE HAMMOND TIMES

The Great Calumet Region's Home Newspaper

HAMMOND, INDIANA

The Busy Sales Hub of the Great Calumet Region Industrial Area

OVER 70,000 INDUSTRIAL EMPLOYEES

Earning and spending well above both State & National

Effective Buying Income

THE HAMMOND TIMES is the ONLY DAILY NEWSPAPER in this rich compact, thriving, key market

All these Cities and Towns are within a six mile radius of Hammond's business district.

EAST CHICAGO, WHITING
HIGHLAND—MUNSTER
in INDIANA
CALUMET CITY—LANSING
in ILLINOIS

All within ABC City Zone

National Representative

Burke, Kuipers & Mahoney, Inc.

NEW YORK CHICAGO DALLAS ATLANTA SAN FRANCISCO LOS ANGELES

GET THIS

20% EXTRA

. . . the bonus potential in radio families in WOWO's 50%-100% BMB daytime counties

WOWO

FORT WAYNE'S ABC AFFILIATE

In WOWO's 50%-100% daytime counties *alone*, there now are 307,200 families*. . 20% *more* than there were just three years ago!

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Moreover, these figures do *not* include the families or the dollars represented by the 31 counties in the under-50% BMB group.

For real results in this 59-county Midwestern market, get in touch with WOWO Sales or with Free & Peters.

* SALES MANAGEMENT

WESTINGHOUSE RADIO STATIONS INC

INDIANA — (Continued)

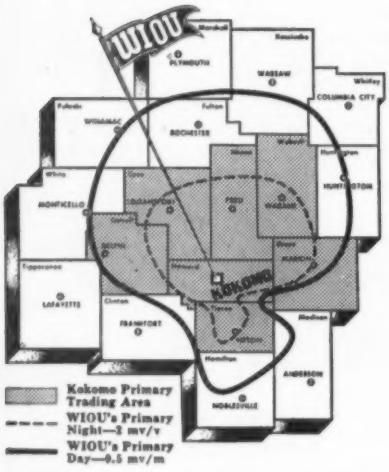
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Jackson	30.2	.0206	8.7	27,947	.0214	4,641	1,549	398	884		29,308	.0155	970	3,369	C	29.6	.0183	89
Seymour	11.0	.0075	3.4	19,417	.0148	3,183	1,271	291	697	H	16,742	.0088	1,522	4,924	.....	.....	.0103	137
Jasper	15.4	.0105	4.3	11,399	.0087	2,590	819	225	479		14,649	.0078	951	3,407	B	50.9	.0086	82
Jay	26.2	.0179	8.3	16,916	.0130	3,831	1,360	345	1,074		23,543	.0124	899	2,837	B	29.7	.0137	77
Portland	8.0	.0055	2.7	11,190	.0086	2,248	994	186	449	H	9,417	.0050	1,177	3,488	.....	.....	.0062	113
Jefferson	22.6	.0154	7.1	13,973	.0107	2,932	1,126	397	629		20,404	.0108	903	2,874	C	42.1	.0117	76
Jennings	14.6	.0100	4.3	5,883	.0045	1,655	117	146	184		10,464	.0056	717	2,433	E	45.6	.0062	62
Johnson	27.1	.0185	8.4	20,592	.0158	4,658	891	584	659		25,112	.0133	927	2,990	B	32.4	.0151	82
Knox	46.4	.0316	13.5	36,962	.0283	9,868	6,299	1,047	2,355		48,040	.0255	1,035	3,559	B	24.1	.0276	87
Vincennes	22.0	.0150	6.7	28,101	.0215	6,211	5,788	765	1,915	H	29,800	.0158	1,355	4,448	.....	.....	.0174	116
Kosciusko	31.5	.0215	9.8	26,106	.0200	4,748	891	703	677		32,437	.0171	1,030	3,310	B	37.8	.0189	88
Lagrange	15.3	.0105	4.5	8,457	.0065	2,230	351	172	307		13,079	.0070	855	2,908	B	54.0	.0076	72
Lake 24	355.8	.2429	94.9	345,590	.2647	87,843	62,835	8,703	17,011		496,865	.2630	1,396	5,236	B	2.1	.2595	107
Gary	138.2	.0943	39.1	155,448	.1191	35,797	33,393	3,852	8,146	G	223,696	.1184	1,619	5,721	.....	.....	.1138	121
Hammond	84.8	.0579	23.2	103,743	.0795	23,198	26,800	2,091	3,975	G	130,026	.0689	1,533	5,605	.....	.....	.0699	121
East Chicago	68.7	.0469	17.3	39,030	.0299	9,884	1,597	1,211	2,665	G	85,852	.0454	1,250	4,963	.....	.....	.0411	88
La Porte	77.6	.0529	22.7	73,119	.0560	20,124	9,555	1,699	2,974		106,356	.0563	1,371	4,685	B	12.6	.0555	105
Michigan City	30.9	.0211	8.7	35,663	.0273	11,606	5,278	*	1,495	H	44,929	.0238	1,454	5,164	.....	.....	.0243	115
La Porte	21.3	.0146	6.4	28,046	.0215	6,865	4,275	775	1,350	H	31,993	.0169	1,502	4,999	.....	.....	.0178	122
Lawrence	35.3	.0241	10.0	22,063	.0169	6,638	1,974	808	1,015		35,577	.0188	1,008	3,558	E	18.2	.0193	80
Bedford	14.4	.0098	4.4	16,455	.0126	4,118	1,711	595	891	H	24,066	.0128	1,671	5,470	.....	.....	.0121	123
Madison 142	106.8	.0729	33.2	94,676	.0725	22,751	14,914	3,143	6,639		140,384	.0743	1,314	4,228	B	9.4	.0735	101
◆Anderson	54.5	.0372	17.6	64,007	.0490	15,207	10,225	2,429	5,423	H	80,333	.0425	1,474	4,564	.....	.....	.0434	117
Elwood	12.3	.0084	3.7	13,819	.0106	2,612	4,110	191	396	H	16,076	.0086	1,307	4,345	.....	.....	.0092	110

◆ See end of state "New Metropolitan County Areas."
*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

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. . . And important to any advertiser's plans!

Cover it thoroughly and economically with . . .

WIOU

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1350 KC
CBS

John Carl Jeffrey, Vice-Pres., and Gen. Mgr.

WITHIN THE WIOU .5m/v LINE ARE SEVENTEEN PROSPEROUS COUNTIES IN NORTHERN INDIANA WITH

627,000 PEOPLE — 186,000 RADIO HOMES

For complete information about WIOU and the Kokomo market call

WEED & COMPANY New York - Chicago - Hollywood - Detroit - San Francisco - Atlanta - Boston

INDIANA — (Continued)

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COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Goshen	14.4	.0098	4.5	18,623	.0143	3,759	*	386	1,446	H	20,160	.0106	1,400	4,480	.....	.....	.0116	118
Fayette	25.2	.0172	7.4	17,650	.0135	4,622	1,667	543	865	.....	25,635	.0135	1,017	3,464	D	18.3	.0142	83
Connersville	17.9	.0122	5.4	17,114	.0131	4,281	1,667	543	865	H	22,497	.0119	1,257	4,166	.....	.....	.0123	101
Floyd 68	44.3	.0302	13.4	30,189	.0231	8,447	4,151	651	2,200	.....	46,382	.0245	1,047	3,461	E	10.5	.0252	83
New Albany	32.4	.0222	10.1	28,687	.0220	8,242	4,151	*	2,200	H	35,219	.0187	1,087	3,487	.....	.....	.0204	92
Fountain	19.0	.0130	5.9	12,501	.0096	4,047	527	371	557	.....	20,927	.0111	1,101	3,547	B	37.3	.0110	85
Franklin	15.4	.0105	4.4	6,619	.0051	1,924	131	146	131	.....	10,987	.0058	713	2,497	C	55.7	.0065	62
Fulton	16.2	.0111	5.0	11,399	.0087	2,626	906	238	176	.....	19,881	.0106	1,227	3,976	B	42.6	.0101	91
Gibson	32.7	.0223	9.4	16,914	.0130	4,461	1,433	319	757	.....	28,252	.0149	864	3,006	B	30.5	.0158	71
Grant	65.5	.0447	20.4	55,601	.0426	13,339	6,705	1,957	*	.....	76,439	.0405	1,167	3,747	B	15.2	.0429	94
Marion	33.1	.0226	10.6	43,205	.0331	9,333	6,440	1,424	3,070	H	47,134	.0249	1,424	4,447	.....	.....	.0269	119
Greene	31.1	.0212	9.3	16,913	.0130	5,737	1,273	542	917	.....	29,297	.0155	942	3,150	C	28.9	.0159	75
Hamilton	27.8	.0190	9.0	19,121	.0146	4,498	1,214	569	599	.....	29,291	.0155	1,054	3,255	B	34.6	.0159	84
Hancock	20.3	.0139	6.5	12,869	.0099	3,382	731	308	1,247	.....	22,497	.0119	1,108	3,461	B	33.6	.0117	84
Harrison	17.7	.0121	4.8	6,251	.0048	1,529	380	132	*	.....	12,034	.0064	680	2,507	B	54.5	.0071	59
Hendricks	22.7	.0155	7.1	11,766	.0090	3,021	278	437	269	.....	19,357	.0103	853	2,726	B	38.9	.0110	71
Henry	49.4	.0337	14.8	35,383	.0271	9,084	2,676	1,169	1,982	.....	59,922	.0317	1,213	4,049	B	18.8	.0307	91
New Castle	22.2	.0151	6.8	24,715	.0189	7,307	2,306	970	1,725	H	30,703	.0163	1,383	4,515	.....	.....	.0168	111
Howard	56.4	.0385	17.0	52,682	.0404	11,973	7,852	1,662	4,302	.....	65,198	.0345	1,156	3,835	B	12.6	.0371	96
Kokomo	41.0	.0280	12.3	47,151	.0361	9,918	7,786	1,398	*	G	52,767	.0279	1,287	4,290	.....	.....	.0304	109
Huntington	31.2	.0213	9.5	26,107	.0200	6,403	2,266	874	1,097	.....	39,761	.0210	1,274	4,185	B	26.6	.0208	98
Huntington	15.7	.0107	4.6	18,430	.0142	4,586	2,032	557	928	H	24,588	.0130	1,566	5,345	.....	.....	.0129	121

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National Representative

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HIGHLAND—MUNSTER
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CALUMET CITY—LANSING
in ILLINOIS

All within ABC City Zone

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WESTINGHOUSE RADIO STATIONS INC

INDIANA — (Continued)

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Jackson	30.2	.0206	8.7	27,947	.0214	4,641	1,549	398	884		29,308	.0155	970	3,369	C	29.6	.0183	89
Seymour	11.0	.0075	3.4	19,417	.0148	3,183	1,271	291	697	H	16,742	.0088	1,522	4,924	.....	.....	.0103	137
Jasper	15.4	.0105	4.3	11,399	.0087	2,590	819	225	479		14,649	.0078	951	3,407	B	50.9	.0086	82
Jay	26.2	.0179	8.3	16,916	.0130	3,831	1,360	345	1,074		23,543	.0124	899	2,837	B	29.7	.0137	77
Portland	8.0	.0055	2.7	11,190	.0086	2,248	994	186	449	H	9,417	.0050	1,177	3,488	.....	.....	.0062	113
Jefferson	22.6	.0154	7.1	13,973	.0107	2,932	1,126	397	629		20,404	.0108	903	2,874	C	42.1	.0117	76
Jennings	14.6	.0100	4.3	5,883	.0045	1,655	117	146	184		10,464	.0056	717	2,433	E	45.6	.0082	62
Johnson	27.1	.0185	8.4	20,592	.0158	4,658	891	584	659		25,112	.0133	927	2,990	B	32.4	.0151	82
Knox	46.4	.0316	13.5	36,962	.0283	9,868	6,299	1,047	2,355		48,040	.0255	1,035	3,559	B	24.1	.0276	87
Vincennes	22.0	.0150	6.7	28,101	.0215	6,211	5,788	765	1,915	H	29,800	.0158	1,355	4,448	.....	.....	.0174	116
Kosciusko	31.5	.0215	9.8	26,106	.0200	4,748	891	703	677		32,437	.0171	1,030	3,310	B	37.8	.0189	88
Lagrange	15.3	.0105	4.5	8,457	.0065	2,230	351	172	307		13,079	.0070	855	2,906	B	54.0	.0076	72
Lake 24	355.8	.2429	94.9	345,590	.2647	87,843	62,835	8,703	17,011		496,865	.2630	1,396	5,236	B	2.1	.2595	107
Gary	138.2	.0943	39.1	155,448	.1191	35,797	33,393	3,852	8,146	G	223,696	.1184	1,619	5,721	.....	.....	.1138	121
Hammond	84.8	.0579	23.2	103,743	.0795	23,198	26,800	2,091	3,975	G	130,026	.0689	1,533	5,605	.....	.....	.0699	121
East Chicago	68.7	.0469	17.3	39,030	.0299	9,884	1,597	1,211	2,665	G	85,852	.0454	1,250	4,963	.....	.....	.0411	88
La Porte	77.6	.0529	22.7	73,119	.0560	20,124	9,555	1,699	2,974		106,356	.0563	1,371	4,685	B	12.6	.0555	105
Michigan City	30.9	.0211	8.7	35,663	.0273	11,606	5,278	*	1,495	H	44,929	.0238	1,454	5,164	.....	.....	.0243	115
La Porte	21.3	.0146	6.4	28,046	.0215	6,865	4,275	775	1,350	H	31,993	.0169	1,502	4,999	.....	.....	.0178	122
Lawrence	35.3	.0241	10.0	22,063	.0169	6,638	1,974	808	1,015		35,577	.0188	1,008	3,558	E	18.2	.0193	80
Bedford	14.4	.0093	4.4	16,455	.0126	4,118	1,711	595	891	H	24,066	.0128	1,671	5,470	.....	.....	.0121	123
Madison 142	106.8	.0729	33.2	94,676	.0725	22,751	14,914	3,143	6,639		140,384	.0743	1,314	4,228	B	9.4	.0735	101
◆Anderson	54.5	.0372	17.6	64,007	.0490	15,207	10,225	2,429	5,423	H	80,333	.0425	1,474	4,564	.....	.....	.0434	117
Elwood	12.3	.0084	3.7	13,819	.0106	2,612	4,110	191	396	H	16,076	.0086	1,307	4,345	.....	.....	.0092	110

◆ See end of state "New Metropolitan County Areas."
*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.
© SM, 1949.



IN **WSUA** LAND

WE CATER TO THE ***LADIES!***

BECAUSE WE KNOW THAT THE LADIES SPEND 92 CENTS OUT OF EVERY DOLLAR EARNED. AND 92% OF THE $173,888,000.00* SPENT IN OUR AREA IS A MIGHTY BIG CHUNK.

WSUA

Bloomington, Indiana
1000 Watts

WARREN G. DAVIS
President & General Manager

**Based on Sales Management figures*

INDIANA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Marion	547.3	.3736	170.2	655,978	.5023	139,961	129,688	32,160	38,504		1,008,127	.5337	1,842	5,923	B	1.7	.4923	132
▲Indianapolis	448.0	.3058	139.4	629,099	.4818	126,236	128,264	30,959	38,128	B	883,008	.4674	1,971	6,334			.4394	144
Marshall	29.1	.0199	8.7	20,591	.0158	4,748	1,565	424	453		35,052	.0186	1,205	4,029	B	37.0	.0180	90
Martin	10.9	.0074	2.9	5,883	.0045	1,205	278	132	*		7,325	.0038	672	2,528	F	40.8	.0047	64
Miami	32.3	.0221	10.0	25,004	.0192	5,539	2,909	531	1,041		37,668	.0200	1,166	3,767	B	26.0	.0202	91
Peru	15.3	.0104	4.7	18,101	.0139	4,082	2,822	371	936	H	23,543	.0124	1,539	5,009			.0125	120
Monroe	41.3	.0282	11.6	34,526	.0264	8,710	2,904	1,159	1,521		41,630	.0220	1,008	3,589	E	12.6	.0248	87
Bloomington	25.3	.0173	7.6	32,306	.0248	7,582	*	*	1,521	H	29,044	.0154	1,148	3,822			.0186	108
Montgomery	30.2	.0206	9.8	24,636	.0189	6,258	2,690	768	1,138		43,947	.0232	1,455	4,484	B	30.3	.0214	104
Crawfordsville	12.9	.0088	4.1	17,771	.0136	4,425	2,602	490	910	H	23,020	.0122	1,784	5,615			.0119	135
Morgan	23.1	.0158	6.9	15,076	.0115	4,028	1,008	397	281		21,973	.0117	951	3,184	C	35.9	.0125	79
Newton	10.9	.0074	3.3	8,457	.0065	1,797	161	319	322		12,037	.0063	1,104	3,648	B	42.8	.0068	89
Noble	24.3	.0166	7.5	17,649	.0135	4,335	951	490	767		30,344	.0161	1,249	4,046	B	36.0	.0154	93
Ohio	4.1	.0028	1.3	2,207	.0017	665			*		3,139	.0017	766	2,415	F	49.4	.0019	68
Orange	16.6	.0113	4.8	9,928	.0078	3,543	424	276	172		14,650	.0077	883	3,052	E	37.7	.0084	74
Owen	11.7	.0080	3.5	5,884	.0045	1,923	292	146	83		9,940	.0053	850	2,840	E	44.0	.0056	70
Parke	17.4	.0119	5.5	8,456	.0065	3,076	380	251	333		14,125	.0075	812	2,568	B	41.7	.0081	68
Perry	17.8	.0121	4.8	7,355	.0056	2,607	249	252	498		11,510	.0061	647	2,398	E	28.9	.0072	60
Pike	17.0	.0116	4.9	6,986	.0054	2,788	439	172	217		13,091	.0069	770	2,672	E	30.9	.0074	64
Porter	35.2	.0241	10.0	26,107	.0200	6,331	2,894	782	861		35,577	.0188	1,011	3,558	C	20.2	.0202	84
Valparaiso	11.0	.0075	3.3	16,784	.0128	3,831	2,690	490	419	H	16,218	.0086	1,474	4,915			.0096	128
Posey	21.8	.0148	6.6	10,863	.0082	2,861	453	252	255		16,741	.0089	768	2,537	C	38.9	.0099	67
Pulaski	12.9	.0088	3.7	7,723	.0059	1,421	205	172	161		12,030	.0064	933	3,251	B	56.7	.0067	76
Putnam	21.8	.0149	7.0	10,296	.0079	3,435	1,081	305	509		23,543	.0124	1,080	3,363	B	38.3	.0116	76
Randolph	27.9	.0191	8.9	22,063	.0169	5,450	1,595	569	1,348		33,483	.0177	1,200	3,762	B	31.8	.0177	93
Ripley	19.0	.0129	5.6	10,296	.0079	2,878	161	359	363		19,358	.0103	1,019	3,457	C	48.2	.0101	76
Rush	20.2	.0138	6.5	13,237	.0101	3,382	965	238	430		23,026	.0122	1,140	3,542	B	42.0	.0119	86

▲ See end of state "Metropolitan County Areas." *Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

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LOOK BEFORE YOU WRITE

Most of the questions readers will ask about the Survey of Buying Power have been answered in the introduction beginning on page 19. So before you write, wire or call the editors, re-read this section. Chances are that we will refer you to these pages anyway.



Strength . . . FOR YOUR SHORT HAUL OR LONG PULL IN AMERICA'S BIGGEST INLAND MARKET

• Here in Indiana, where people live as well as any in the world, The Indianapolis Star and The Indianapolis News plow a double deep furrow in a rich, productive land.

You may forget The Star's 186,280 daily circulation, The News's 171,646 . . . their combined daily and Sunday total of 46,403,968 advertising lines in 1948— and that Indianapolis is a $2 billion-plus market.

Just *don't forget* that in Indiana lies a large, vigorous and still growing part of America, important to you. In it, *The Star* and *The News* are the *dominant* morning and afternoon newspapers.

KELLY-SMITH COMPANY • NATIONAL REPRESENTATIVES

Indiana's first team . . .

THE INDIANAPOLIS STAR
and
THE INDIANAPOLIS NEWS



SALES AND INCOME CONTINUE TO CLIMB!

The South Bend market has an outstanding record of *consistency*. This market does not blow hot one year, cold the next. It *stays* high in sales and income—year after year after year. It is this consistent excellence of performance which ranks "Test Town, U. S. A." among the nation's blue chip markets. One newspaper—and only one—covers the South Bend market to saturation. Want the whole story? Write for free copy of market data book entitled "Test Town, U. S. A."

The South Bend Market	1948*	1947
Total Retail Sales	$523,845,000	$483,621,000
Effective Buying Income (Net)	735,965,000	648,120,000

** Figures from Sales Management's 1949 "Survey of Buying Power."*

SOUTH BEND, IND.

The South Bend Tribune

STORY, BROOKS & FINLEY, INC. • NATIONAL REPRESENTATIVES

INDIANA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
St. Joseph.....114	195.5	.1335	55.3	205,038	.1570	50,249	29,870	6,120	13,573	.....	291,491	.1544	1,491	5,271	B	4.4	.1510	113
▲South Bend.....	123.5	.0843	36.0	165,204	.1265	36,129	27,239	5,133	12,102	E	198,588	.1051	1,608	5,516	.....	.....	.1074	127
Mishawaka.....	34.0	.0232	9.8	30,365	.0233	9,256	1,943	862	1,011	H	45,084	.0239	1,326	4,600	.....	.....	.0236	102
Scott.....	11.0	.0075	3.2	6,251	.0048	1,350	249	120	450	.....	8,371	.0044	761	2,616	E	31.3	.0051	68
Shelby.....	29.2	.0199	9.4	20,591	.0158	5,647	*	609	1,729	.....	38,192	.0202	1,308	4,063	B	32.6	.0188	94
Shelbyville.....	13.4	.0092	4.5	17,114	.0132	4,334	2,237	*	*	H	18,834	.0100	1,406	4,185	.....	.....	.0108	117
Spencer.....	16.6	.0114	4.8	5,883	.0045	1,565	117	133	120	.....	12,556	.0067	756	2,616	C	48.8	.0070	61
Starke.....	15.8	.0107	4.7	11,400	.0087	2,554	263	120	131	.....	13,068	.0069	827	2,760	C	47.2	.0082	77
Steuben.....	14.1	.0097	4.5	10,663	.0082	3,183	834	318	408	.....	19,881	.0105	1,410	4,418	C	46.7	.0097	100
Sullivan.....	25.0	.0170	7.8	11,766	.0090	5,000	979	437	390	.....	22,490	.0119	900	2,883	C	28.9	.0121	71
Switzerland.....	8.1	.0056	2.7	2,575	.0020	755	43	.....	97	.....	6,278	.0033	775	2,325	D	69.5	.0034	61
Tippecanoe.....	64.5	.0440	19.4	74,036	.0567	16,629	11,612	3,283	3,624	.....	92,429	.0489	1,433	4,764	B	14.2	.0503	114
Lafayette.....	37.5	.0256	11.3	61,194	.0468	13,089	*	2,601	3,624	H	58,425	.0309	1,558	5,170	.....	.....	.0346	135
Tipton.....	16.3	.0111	4.8	10,296	.0079	2,878	687	278	333	.....	16,741	.0089	1,027	3,488	B	40.1	.0090	81
Union.....	6.4	.0044	2.0	3,310	.0025	971	131	159	*	.....	7,325	.0039	1,145	3,663	D	45.2	.0036	82
Vanderburgh.....42	162.3	.1108	47.3	165,562	.1268	37,894	21,494	7,022	12,630	.....	258,219	.1367	1,591	5,459	D	3.7	.1286	116
▲Evansville.....	129.4	.0883	38.9	159,037	.1219	35,520	21,494	6,947	12,369	E	225,839	.1196	1,745	5,806	.....	.....	.1140	129
Vermillion.....	21.0	.0143	6.5	15,443	.0118	4,802	662	358	768	.....	21,973	.0116	1,046	3,380	D	22.8	.0122	85
Vigo.....124	104.8	.0715	33.8	107,370	.0822	27,882	21,364	3,599	6,354	.....	134,550	.0712	1,284	3,981	C	6.2	.0746	104
▲Terre Haute.....	74.4	.0508	24.8	97,137	.0744	22,205	19,894	3,486	6,294	F	109,878	.0581	1,477	4,431	.....	.....	.0615	121
Wabash.....	28.5	.0195	8.5	19,121	.0146	5,556	*	688	1,052	.....	35,576	.0188	1,248	4,185	B	27.2	.0177	91
Wabash.....	12.4	.0085	3.6	10,532	.0080	3,166	1,589	490	745	H	19,211	.0101	1,549	5,336	.....	.....	.0092	108
Warren.....	9.3	.0063	2.8	2,942	.0023	1,133	88	94	74	.....	7,325	.0039	788	2,616	B	56.6	.0039	62
Warrick.....	21.4	.0147	6.2	9,193	.0070	2,842	862	148	289	.....	14,649	.0078	685	2,363	D	33.3	.0089	61

▲ See end of state "Metropolitan County Areas." *Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

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WSBT

—and only WSBT

—commands the

South Bend audience!

Sure, people *can hear* other stations in South Bend—but they *listen* to WSBT. This station has won its audience through more than 27 years of personalized service to this market. It gives listeners what they want when they want it. This is why the ever-growing WSBT audience remains loyal year after year, Hooper after Hooper. No other station even comes close in Share of Audience.

PAUL H. RAYMER COMPANY

WSBT SOUTH BEND

NATIONAL REPRESENTATIVE

5000 WATTS • 960 KC • CBS

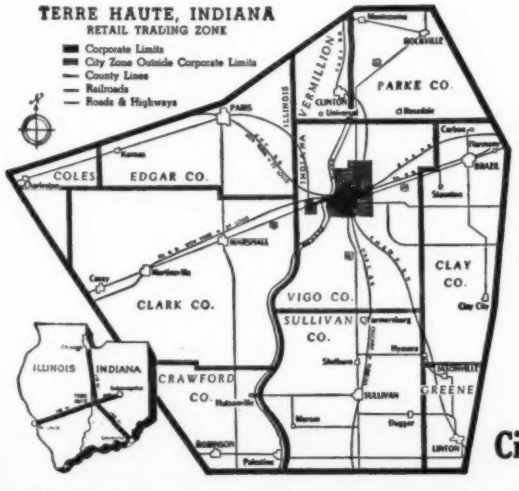
INDIANA—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Washington	17.4	.0118	5.0	6,987	.0054	1,350	424	172	213		10,987	.0058	631	2,197	C	52.3	.0069	58
Wayne	67.5	.0461	20.3	64,904	.0497	14,492	8,571	2,072	4,586		94,163	.0499	1,395	4,639	B	12.4	.0491	107
Richmond	46.5	.0317	14.5	53,152	.0407	11,186	8,070	1,683	4,391	G	68,495	.0363	1,473	4,724			.0367	116
Wells	20.7	.0141	6.2	20,960	.0161	3,472	731	319	551		18,311	.0097	885	2,953	B	42.7	.0125	89

© SM, 1949.

Before using these figures, see explanation page 19.



There *Is* No Substitute For

RESULTS...

THE QUICK, SURE WAY TO RESULTS IN THE CENTRAL WESTERN INDIANA AND EASTERN ILLINOIS TERRITORY IS WITH YOUR ADVERTISING IN THE TERRE HAUTE

TRIBUNE-STAR

Circulation: Daily, Over 60,000 . . Sunday, Over 46,000.

Small, Brewer and Kent, Inc., Representatives.

WGBF

EVANSVILLE, INDIANA

- Established 1923
- NBC Affiliate

HOOPER Station Audience Index
December 1948 - January 1949

8 AM - 12 Noon—Mon.-Fri. 44.2%

12 Noon - 6 PM—Mon.-Fri. 47.7%

6 PM - 10:30 PM—Sun.-Sat. 47.7%

IN **EVANSVILLE** IT'S

WGBF

1280 KC 5 KW (D) 1 KW (N)

WBOW

TERRE HAUTE, INDIANA

- Established 1927
- NBC Affiliate

CONLAN Survey—% of Listening Homes—November 14-20, 1948

8 AM - 12 Noon—Mon.-Sat. 47.2%

12 Noon - 6 PM—Mon.-Fri. 47.7%

6 PM - 10:30 PM—Sun.-Sat. 52.5%

IN **TERRE HAUTE** IT'S

WBOW

1230 KC 250 Watts

INDIANA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
White	17.2	.0118	5.2	12,501	.0096	3,256	453	463	277	.....	19,357	.0102	1,125	3,723	B	42.3	.0103	87
Whitley	18.6	.0127	5.9	12,869	.0099	3,273	718	371	438	.....	21,450	.0114	1,153	3,638	B	37.9	.0112	88
Total Above Cities	1,949.2	1.3305	589.1	2,433,814	1.8642	539,991	399,763	83,513	139,776	.....	3,194,853	1.6913	1,639	5,412	.....	.....	1.6710	128
State Total	3,921.3	2.6767	1,170.2	3,406,659	2.6093	816,168	469,181	114,327	182,702	.....	5,095,223	2.6973	1,299	4,354	.....	17.8	2.6668	100
INDIANA — Metropolitan County Areas																		
Evansville.....42	194.8	.1330	56.7	184,603	.1414	42,941	22,854	7,567	13,570	.....	282,691	.1496	1,451	4,986	.....	.....	.1439	108
Fort Wayne.....45	172.4	.1176	50.3	189,840	.1454	37,075	36,788	6,050	9,049	.....	312,146	.1652	1,811	6,206	.....	.....	.1496	127
Indianapolis.....56	547.3	.3736	170.2	655,978	.5023	139,961	129,688	32,160	58,504	.....	1,008,127	.5337	1,842	5,923	.....	.....	.4923	132
South Bend.....114	195.5	.1335	55.3	205,036	.1570	50,249	29,870	6,120	13,573	.....	291,491	.1544	1,491	5,271	.....	.....	.1510	113
Terre Haute....124	104.8	.0715	33.8	107,370	.0822	27,882	21,384	3,599	6,354	.....	134,550	.0712	1,284	3,981	.....	.....	.0746	104
INDIANA — New Metropolitan County Areas																		
Anderson.....142	106.8	.0729	33.2	94,676	.0725	22,751	14,914	3,143	6,639	.....	140,384	.0743	1,314	4,228	.....	.....	.0735	101
Muncie.....164	91.7	.0626	28.6	84,215	.0645	19,739	9,975	2,714	5,988	.....	120,402	.0637	1,313	4,210	.....	.....	.0637	102

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*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

The section on Canada will be found on page 590.

West North Central States

MISSOURI

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City	County	City	County	City	County
Cape Girardeau	Cape Girardeau	Kansas City	Jackson	St. Louis	St. Louis
Carthage	Jasper	Kirksville	Adair	Sedalia	Pettis
Clayton	St. Louis	Maplewood	St. Louis	Sikeston	Scott
Columbia	Boone	Mexico	Audrain	Springfield	Greene
Hannibal	Marion	Moberly	Randolph	University City	St. Louis
Independence	Jackson	North Kansas City	Clay	Webster Groves	St. Louis
Jefferson City	Cole	Poplar Bluff	Butler		
Joplin	Jasper	St. Joseph	Buchanan		

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Adair	18.5	.0126	6.0	15,359	.0118	4,071	2,025	404	798		19,425	.0103	1,050	3,238	C	37.0	.0112	89
Kirksville	13.4	.0091	4.9	13,869	.0106	3,407	*	*	*	H	16,125	.0085	1,203	3,291			.0092	101
Andrew	10.7	.0073	3.5	4,508	.0035	1,464	127	196	*		5,581	.0029	522	1,595	B	60.1	.0040	55
Atchison	11.0	.0075	3.2	7,662	.0059	1,462	266	235	440		10,228	.0055	930	3,196	B	57.4	.0060	80
Audrain	24.1	.0164	7.8	15,637	.0120	4,663	1,493	535	1,024		26,148	.0138	1,085	3,352	B	29.3	.0138	84
Mexico	10.5	.0072	3.6	11,275	.0086	3,423	*	431	*	H	15,396	.0082	1,466	4,277			.0081	113
Barry	22.6	.0155	6.4	9,441	.0072	2,020	633	406	685		12,543	.0066	555	1,960	B	55.0	.0066	55
Barton	11.8	.0080	3.8	5,991	.0046	1,740	367	287	72		7,903	.0042	670	2,080	C	53.3	.0051	64
Bates	17.3	.0118	5.7	9,090	.0070	2,536	582	289	697		13,023	.0069	753	2,285	B	56.3	.0079	67
Benton	9.9	.0068	3.0	4,358	.0033	554	101	196	80		6,046	.0032	611	2,015	D	65.9	.0040	59
Bollinger	10.7	.0073	2.7	2,431	.0019	371	*	*	118		3,719	.0020	348	1,377	D	73.9	.0030	41
Boone	38.5	.0263	12.6	42,892	.0329	8,754	4,173	2,078	2,230		44,544	.0236	1,157	3,535	B	24.6	.0269	102
Columbia	25.0	.0170	8.5	36,459	.0279	6,990	4,026	1,890	2,006	H	34,675	.0183	1,387	4,079			.0209	123
Buchanan 102	107.2	.0732	35.0	112,364	.0861	23,575	14,312	5,852	9,373		140,540	.0744	1,311	4,015	B	8.7	.0777	106
▲St. Joseph	84.6	.0578	27.6	106,746	.0818	22,093	14,256	5,770	9,373	E	120,748	.0639	1,427	4,375			.0681	118
Butler	35.5	.0242	9.4	16,713	.0128	4,071	1,569	548	847		26,341	.0139	742	2,802	C	45.7	.0156	64
Poplar Bluff	17.6	.0120	5.3	14,138	.0108	2,981	1,569	510	844	*	17,371	.0092	987	3,278			.0102	85
Caldwell	10.3	.0070	3.5	6,252	.0049	1,536	329	170	62		8,833	.0047	858	2,524	C	58.2	.0052	74
Callaway	22.2	.0152	6.9	10,389	.0079	2,628	696	235	268		13,010	.0069	586	1,886	B	40.6	.0089	59
Camden	7.1	.0048	2.0	2,300	.0018	462	*	105	*		2,789	.0014	393	1,395	E	51.3	.0022	46
Cape Girardeau	38.4	.0262	10.8	38,674	.0296	7,026	3,906	1,378	2,367		44,160	.0234	1,150	4,089	B	26.0	.0258	98
Cape Girardeau	23.0	.0157	6.5	30,243	.0232	5,442	3,574	1,228	1,918	H	32,509	.0172	1,413	5,001			.0187	119
Carroll	13.0	.0089	4.1	9,052	.0069	2,518	683	301	208		13,482	.0072	1,037	3,288	B	57.0	.0075	84
Carter	5.1	.0035	1.4	1,688	.0013	574	*	*	*		2,324	.0012	456	1,660	G	48.2	.0017	49
Cass	20.1	.0137	6.6	10,740	.0082	2,832	569	509	378		15,348	.0081	764	2,325	B	54.0	.0092	67
Cedar	9.9	.0068	3.2	3,932	.0030	980	291	235	*		6,041	.0032	610	1,888	D	64.0	.0039	57
Chariton	15.0	.0102	4.6	7,586	.0058	2,094	329	222	383		9,762	.0052	651	2,122	B	63.0	.0064	63
Christian	11.0	.0075	3.2	3,728	.0029	646	215	131	*		5,575	.0029	507	1,742	C	66.8	.0038	51
Clark	9.1	.0062	3.1	4,488	.0034	1,148	127	105	167		6,039	.0032	664	1,948	C	59.0	.0039	63
Clay 61	38.7	.0264	12.7	29,308	.0224	6,128	1,266	1,423	829		37,191	.0197	961	2,928	B	20.2	.0218	83
North Kansas City	3.5	.0024	1.2	12,018	.0092	1,741	*	*	*	*	6,043	.0032	1,727	5,036			.0048	200
Clinton	11.4	.0078	3.8	8,960	.0069	2,258	633	235	190		12,561	.0067	1,102	3,306	B	47.8	.0070	90
Cole	35.4	.0242	10.3	37,040	.0283	7,658	4,259	1,629	2,006		50,472	.0267	1,426	4,900	C	17.6	.0267	110
Jefferson City	26.0	.0177	7.7	34,558	.0265	7,292	*	*	2,006	H	42,226	.0224	1,624	5,484			.0227	128
Cooper	16.9	.0115	5.1	10,740	.0082	2,536	734	471	697		15,337	.0081	908	3,007	B	46.7	.0088	77
Crawford	10.3	.0071	3.0	5,231	.0040	980	152	222	*		6,514	.0035	632	2,171	E	51.6	.0044	62
Dade	9.5	.0064	2.9	3,412	.0026	852	266	158	*		5,114	.0027	538	1,763	D	65.9	.0034	53
Dallas	10.3	.0071	2.9	2,783	.0021	462	240	105	*		3,719	.0019	361	1,282	D	70.9	.0030	42
Daviess	10.7	.0073	3.6	4,822	.0037	1,462	291	220	113		6,509	.0035	608	1,808	B	64.3	.0043	58
De Kalb	7.9	.0054	2.6	3,727	.0029	1,068	190	106	*		6,043	.0032	765	2,324	B	66.0	.0038	67
Dent	10.7	.0073	3.1	5,713	.0044	1,080	456	194	154		8,829	.0046	825	2,848	E	47.4	.0051	70
Douglas	12.2	.0083	3.0	3,579	.0027	648	127	*	90		4,649	.0025	381	1,550	D	71.8	.0037	45
Dunklin	44.7	.0305	11.7	23,520	.0180	5,312	1,999	902	893		33,006	.0175	738	2,821	A	55.8	.0202	66
Franklin	35.2	.0240	10.3	21,148	.0162	4,348	873	509	998		29,288	.0155	832	2,843	B	35.7	.0174	72
Gasconade	12.2	.0084	3.6	6,456	.0049	1,740	418	106	512		8,837	.0047	724	2,455	D	42.2	.0055	65

▲ See end of state "Metropolitan County Areas." *Withheld to avoid disclosure. Before using these figures, see explanation page 19.

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Looking For Something? The Table of Contents is on Pages 1, 3 and 5.

KHMO of Hannibal, Mo., offers National Advertisers

KHMO covers this prosperous Tri-State Area like no other medium. With KHMO you can reach a 42-county *plus* market in Missouri, Illinois and Iowa that boasts 255,140 Radio Families (BMB) and Retail Sales in 1948 of $617,263,000 (Sales Management).

KHMO is the only station in Hannibal . . . 120 miles northwest of St. Louis . . . in definitely an *independent* area, sales-wise. KHMO completely blankets Hannibal, Mo. and Quincy, Ill., day and night. The John Pearson Company will be happy to give you full details.

KHMO

5000 Watts—1000 Watts at Nite
Mutual Network 1070 KC
National Representative—John E. Pearson Company
W. W. Cribb, General Manager



MISSOURI — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Gentry	10.7	.0073	3.3	6,158	.0047	1,777	392	287	75		7,909	.0041	739	2,397	B	55.9	.0049	67
Greene 117	96.0	.0655	30.7	106,613	.0817	20,765	13,428	4,858	5,960		121,360	.0543	1,264	3,953	B	14.7	.0698	107
▲Springfield	70.8	.0484	23.8	96,805	.0742	19,193	13,165	4,670	*	F	107,580	.0569	1,519	4,520	.....	.....	.0604	125
Grundy	13.8	.0094	4.7	9,312	.0071	2,295	1,215	485	713		13,017	.0069	943	2,770	C	43.6	.0075	80
Harrison	15.0	.0103	4.8	8,700	.0067	1,941	658	366	260		11,616	.0061	774	2,420	B	58.9	.0071	69
Henry	20.1	.0137	6.5	12,873	.0099	3,033	633	574	654		19,525	.0104	971	3,004	B	44.9	.0109	80
Hickory	4.6	.0031	1.5	1,280	.0010	462	*	26	*		3,254	.0017	707	2,169	E	71.9	.0018	58
Holt	9.5	.0065	3.0	5,657	.0043	1,407	63	263	170		7,438	.0039	783	2,479	B	56.2	.0045	69
Howard	11.5	.0079	3.6	6,029	.0046	1,833	240	457	329		7,898	.0042	687	2,194	C	51.3	.0051	65
Howell	21.3	.0145	6.1	10,740	.0082	1,444	899	431	389		14,408	.0076	676	2,362	D	46.5	.0092	63
Iron	9.4	.0064	2.8	3,414	.0026	554	*	*	*		4,647	.0025	494	1,787	F	35.4	.0033	52
Jackson 61	547.1	.3735	183.9	808,854	.6195	128,788	176,213	38,935	45,209		949,038	.5024	1,735	5,161	B	2.3	.5118	137
▲Kansas City	453.0	.3092	152.9	774,073	.5929	117,393	172,420	36,603	43,359	B	861,493	.4561	1,902	5,634	.....	.....	.4678	151
Independence	25.0	.0170	8.1	30,736	.0235	5,213	2,342	1,429	1,149	H	36,025	.0191	1,441	4,448	.....	.....	.0200	118
Jasper	83.3	.0568	27.0	92,449	.0708	18,940	12,028	3,200	5,509		92,964	.0492	1,116	3,443	B	11.2	.0572	101
1Joplin	46.8	.0320	15.7	64,530	.0494	10,511	9,747	2,014	4,428	F	59,670	.0316	1,275	3,801	.....	.....	.0370	116
Carthage	15.2	.0104	4.8	16,178	.0124	3,943	1,445	687	676	H	19,426	.0102	1,278	4,047	.....	.....	.0109	105
Jefferson	32.1	.0219	9.4	17,752	.0136	6,494	392	536	906		23,244	.0123	724	2,473	D	24.3	.0147	67
Johnson	20.9	.0143	6.7	11,520	.0088	3,054	456	535	425		13,482	.0072	645	2,012	B	53.3	.0091	64
Knox	7.5	.0051	2.6	3,321	.0025	1,258	*	132	*		5,114	.0027	682	1,967	C	67.6	.0031	61
Laclede	20.1	.0137	5.8	8,626	.0066	2,148	899	194	296		11,629	.0061	579	2,005	D	48.1	.0078	57
Lafayette	26.8	.0183	8.4	16,305	.0125	4,110	1,455	706	929		23,709	.0126	885	2,823	B	40.8	.0137	75
Lawrence	24.5	.0168	7.5	10,388	.0079	2,610	519	497	643		14,415	.0076	588	1,922	B	46.0	.0095	57
Lewis	10.3	.0070	3.6	5,214	.0040	1,499	127	169	273		7,438	.0039	722	2,066	B	51.7	.0046	66
Lincoln	13.5	.0092	4.8	7,457	.0057	1,258	240	132	196		9,762	.0052	723	2,122	B	53.1	.0062	67
Linn	18.9	.0129	6.0	13,471	.0103	3,240	1,050	679	543		19,060	.0101	1,008	3,177	B	37.3	.0107	83
Livingston	16.2	.0111	5.1	12,206	.0093	2,666	1,658	366	546		15,806	.0084	976	3,099	B	44.2	.0092	83
McDonald	14.6	.0099	4.1	5,899	.0045	923	329	222	*		6,973	.0037	478	1,701	D	59.0	.0052	53
Macon	16.6	.0114	5.5	13,557	.0104	3,148	835	392	504		18,131	.0096	1,092	3,297	B	52.1	.0102	89
Madison	10.3	.0070	2.8	4,470	.0034	1,074	*	169	203		6,508	.0034	632	2,324	F	36.5	.0041	59
Maries	6.4	.0044	1.7	1,094	.0008	130	*	39	*		2,790	.0015	436	1,641	E	72.7	.0019	43
Marion	32.1	.0219	10.2	31,544	.0242	7,721	2,992	1,070	1,872		34,861	.0184	1,086	3,418	B	17.6	.0208	95
Hannibal	22.0	.0150	7.2	25,803	.0197	6,401	*	963	1,777	H	24,882	.0132	1,131	3,456	.....	.....	.0155	103
Mercer	7.1	.0048	2.4	3,487	.0027	831	202	156	126		4,651	.0025	655	1,938	E	69.4	.0030	62
Miller	13.9	.0095	4.0	6,456	.0049	1,462	405	*	*		9,294	.0049	669	2,324	D	55.3	.0058	61
Mississippi	26.4	.0180	7.2	10,462	.0080	3,499	734	263	404		15,806	.0084	599	2,195	B	61.0	.0102	57
Moniteau	10.7	.0073	3.4	6,066	.0046	1,146	127	169	386		8,363	.0044	782	2,460	D	46.7	.0050	68
Monroe	11.8	.0081	4.0	6,939	.0053	2,021	392	235	350		9,301	.0049	788	2,325	B	58.2	.0057	70
Montgomery	11.0	.0075	3.7	5,547	.0042	1,556	342	170	*		8,372	.0045	761	2,263	D	52.0	.0050	67
Morgan	10.7	.0073	3.2	5,211	.0040	980	152	105	*		7,434	.0039	695	2,323	D	57.0	.0046	63
New Madrid	44.3	.0302	11.0	14,692	.0113	3,646	1,620	404	301		20,454	.0108	462	1,859	A	67.6	.0148	49

▲ See end of state "Metropolitan County Areas."
1 Joplin is in Jasper and Newton Counties.

*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

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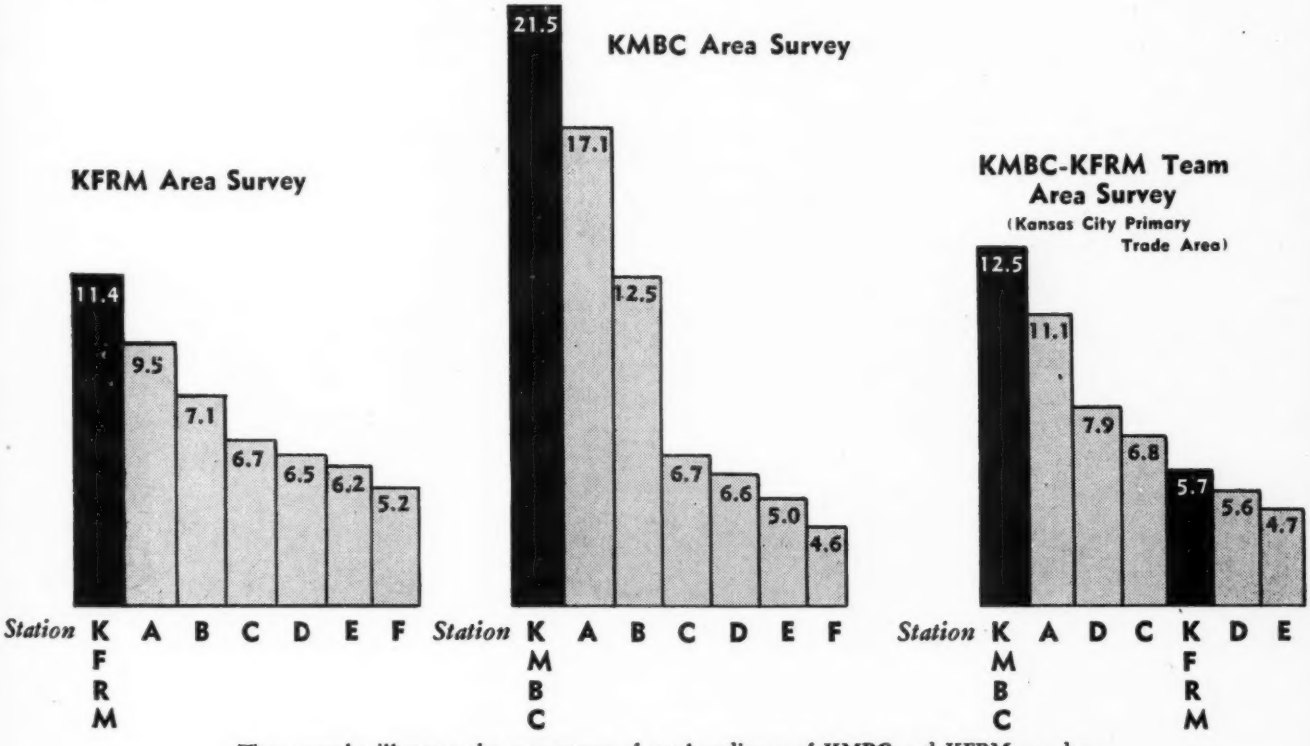
Listeners In Kansas City's Primary Trade Area VOTE FOR *The* KMBC-KFRM *Team*

The first Area Radio Study of The Kansas City Primary Trade Area shows The KMBC-KFRM Team far in the lead of all broadcasters heard in the area. Made in the fall of 1948 by Conlan & Associates, this study is believed to be the *largest* coincidental survey of its kind ever conducted. Factual data from this survey of more than 100,000 calls is published in three books—The KMBC-KFRM Team Area Study (Kansas City Primary Trade Area), the KMBC Area Study, and the KFRM Area Study.

These Area studies which cover 8 a.m. to 6:30 p.m. throughout one week, (KFRM is a daytime station) ending in early October, exclude the larger cities: both Kansas City's (Missouri and Kansas) St. Joseph, Topeka, Salina, Hutchinson and Wichita, surveys for all of which have been made by Conlan.

The KMBC Area Study proves KMBC is the most listened to station (daytime) within an average radius of slightly over 100 miles from Kansas City!

The KFRM Area Study proves KFRM is the most listened to (daytime) station in Kansas within KFRM's half-millivolt contour! (KFRM is a daytime station.)



These graphs illustrate the percentage of total audience of KMBC and KFRM, as determined by the Conlan survey, in comparison to the other leading stations of the area.

There were 73 Kansas, 5 Oklahoma and 4 Nebraska counties included in the KFRM Area Survey, (Wichita, Salina, Hutchinson excluded) with a population of 1,011,750; all within KFRM's half-millivolt contour.

In the KMBC Area Survey there were 61 counties, (Kansas City, Mo., Kansas City, Kansas, St. Joseph, Topeka excluded); all within KMBC's half-millivolt daytime contour.

In the KMBC-KFRM Area Survey for the Kansas City Primary Trade area, as defined by Dr. W. D. Bryant, now research director for the 10th Federal Reserve District, there were 135 counties, with a total population of 2,099,531; all counties being within the half-millivolt daytime contours of KMBC-KFRM. (Metropolitan areas named were excluded.)

Only The KMBC-KFRM Team delivers complete coverage of the great Kansas City Trade area! The KMBC-KFRM Team provides the most economical circulation an advertiser can buy to cover this huge, important trade area.

7th Oldest CBS Affiliate
KMBC
OF KANSAS CITY



Represented Nationally by
FREE & PETERS, INC.

Programmed from Kansas City
KFRM
For Kansas Farm Coverage

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY



MISSOURI — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Newton	32.7	.0224	9.6	12,261	.0094	3,330	456	327	543		14,877	.0079	455	1,550	B	41.5	.0113	50
1Joplin (See Jasper Co.)																		
Nodaway	24.1	.0164	7.6	15,934	.0122	3,405	1,481	602	654		20,920	.0111	868	2,753	A	52.8	.0125	76
Oregon	11.4	.0078	2.9	3,951	.0030	795	127	132	*		6,043	.0032	530	2,084	E	60.2	.0041	53
Osage	11.4	.0078	2.9	3,006	.0023	703	63	65	*		4,644	.0024	407	1,601	D	65.2	.0035	45
Ozark	9.1	.0062	2.3	1,503	.0012	92	202	*	*		3,719	.0020	409	1,617	E	77.9	.0026	42
Pemiscot	49.5	.0338	13.1	20,998	.0161	5,089	1,228	810	821		24,639	.0130	498	1,881	A	60.2	.0181	54
Perry	14.5	.0099	3.8	7,419	.0057	1,166	*	170	270		9,759	.0052	673	2,568	C	46.9	.0063	64

1 Joplin is in Jasper and Newton Counties.

*Withheld to avoid disclosure.

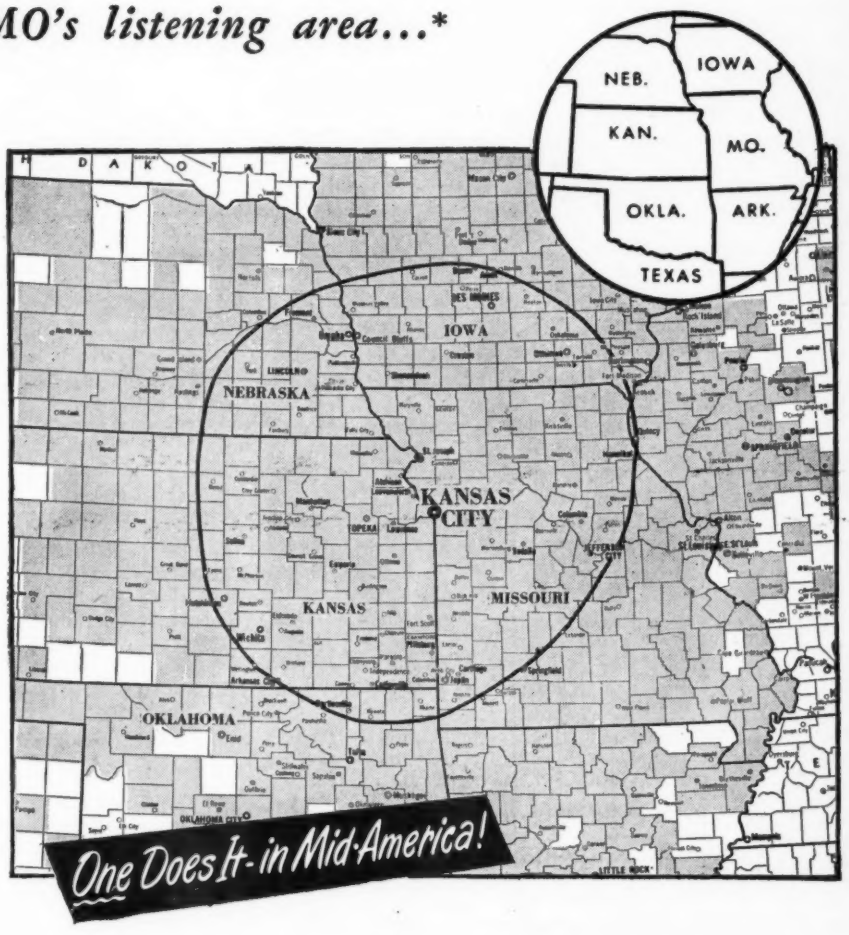
Before using these figures, see explanation page 19.

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3 out of 4



*radio listeners in the booming Magic Circle land live in KCMO's listening area...**



Talk about a bonus in listenership... you just can't beat KCMO's 50,000 watt coverage of Mid-America and Roger Babson's famous Magic Circle land!

Three out of four... yes, three out of every four persons in the Magic Circle live in KCMO's listening area... based on mail response. That's a population of over 11,560,000 persons! Almost half this audience—5,435,000—is inside KCMO's measured ½-millivolt area (213 Mid-America counties). There's nothing small about that!

To sell the Magic Circle's farm-and-factory-rich millions, center your selling on KCMO—Kansas City's most powerful station for Mid-America in the Magic Circle!

50,000 WATTS DAYTIME—Non-Directional
10,000 WATTS NIGHT—810 kc.



KCMO

and KCFM... 94.9 Megacycles
KANSAS CITY, MISSOURI
Basic ABC for Mid-America

ONE station
ONE set of call letters
ONE spot on the dial
ONE rate card

National Representative:
JOHN E. PEARSON COMPANY

*KCMO Listening Area. Shaded area indicates KCMO mail response counties (476 counties in 6 states).

keys to extra sales in big St. Louis

KXOK HOOPER TREND . . . UP

KXOK's Hoopers are healthy. Ratings reflect steadily increasing audiences tuned to KXOK. A sound investment for all advertisers now, KXOK is an increasingly better buy.

KXOK's PLUS COVERAGE

KXOK's BMB coverage is 115 counties daytime . . . 98 counties nighttime. A coincidental survey* in 30 populous counties immediately surrounding St. Louis shows KXOK delivers 22.1% of the listening audience day and night!

KXOK "LOW-IN-ST. LOUIS" RATES

It's simple arithmetic! Advertisers get more coverage and more Hooper per dollar in the St. Louis market with KXOK.



* *Conducted by Edw. G. Doody & Co., 109,000 completed calls*

MISSOURI — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Pettis	32.6	.0222	10.3	28,109	.0215	6,192	2,996	910	1,651		30,188	.0160	926	2,931	B	28.9	.0189	85
Sedalia	23.9	.0163	8.2	25,467	.0195	5,207	*	*	*	H	23,255	.0123	973	2,836			.0153	94
Phelps	22.6	.0155	7.1	10,665	.0082	2,667	582	471	350		16,271	.0086	720	2,292	E	36.8	.0098	63
Pike	16.2	.0110	5.6	10,389	.0080	3,090	658	287	324		13,482	.0071	832	2,408	B	47.2	.0082	75
Platte	13.4	.0092	4.2	6,528	.0050	1,590	63	196	*		8,833	.0047	659	2,103	B	52.4	.0057	62
Polk	15.8	.0108	4.9	7,271	.0056	1,464	342	223	507		9,766	.0052	618	1,993	B	64.8	.0064	59
Pulaski	11.9	.0081	3.4	4,712	.0036	831	51	156	129		7,442	.0039	625	2,189	E	53.5	.0047	58
Putnam	9.9	.0067	3.0	3,524	.0027	1,019	202	158	*		4,654	.0025	470	1,551	D	63.3	.0034	51
Ralls	8.6	.0059	2.9	2,652	.0020	759	25	131	*		4,185	.0022	487	1,443	D	58.5	.0029	49
Randolph	23.2	.0158	7.8	16,732	.0128	4,869	1,987	550	916		25,104	.0133	1,082	3,218	C	25.9	.0137	87
Moberly	15.0	.0102	4.8	13,653	.0105	3,923	1,898	510	916	H	20,455	.0108	1,364	4,261			.0106	104
Ray	16.2	.0111	5.1	7,755	.0059	2,536	595	327	234		10,692	.0057	660	2,096	B	51.2	.0068	61
Reynolds	7.6	.0052	1.8	1,723	.0013	185	*	*	*		2,324	.0012	306	1,291	F	56.8	.0020	38
Ripley	11.8	.0080	3.0	3,673	.0028	1,018	*	156	113		5,118	.0027	434	1,706	E	64.1	.0038	48
St. Charles 103	28.9	.0198	8.4	17,065	.0131	4,073	962	261	633		26,498	.0140	917	3,155	B	33.4	.0149	75
St Clair	10.7	.0073	3.4	3,691	.0028	852	127	158	33		5,110	.0027	478	1,503	D	63.8	.0037	51
St. Francois	35.5	.0242	9.9	23,244	.0178	6,737	848	705	1,544		26,964	.0143	760	2,724	E	12.9	.0173	71
2St. Louis 103	1,278.4	.8728	363.9	1,385,426	1.0612	299,577	213,871	42,816	88,239		1,931,974	1.0227	1,511	5,309	B	1.3	1.0041	115
▲St. Louis	920.4	.6284	292.5	1,165,144	.8924	235,612	209,883	33,925	83,227	A	1,508,510	.7986	1,639	5,157			.7927	126
University City	40.8	.0279	10.9	22,167	.0170	9,929	302	1,812	512	H	78,958	.0418	1,935	7,244			.0316	113
Webster Groves	22.5	.0153	7.8	20,781	.0159	7,111	394	1,039	1,648	*	45,070	.0239	2,003	5,778			.0198	129
Clayton	16.0	.0109	3.2	26,938	.0191	11,986	287	1,220	629	*	31,344	.0166	1,959	9,795			.0167	152
Maplewood	15.2	.0104	3.6	27,708	.0212	8,361	1,236	1,013	909	H	23,998	.0127	1,579	6,666			.0148	142
Ste. Genevieve	11.0	.0075	2.8	4,934	.0038	1,351	*	65	185		6,973	.0037	634	2,490	E	45.1	.0045	60

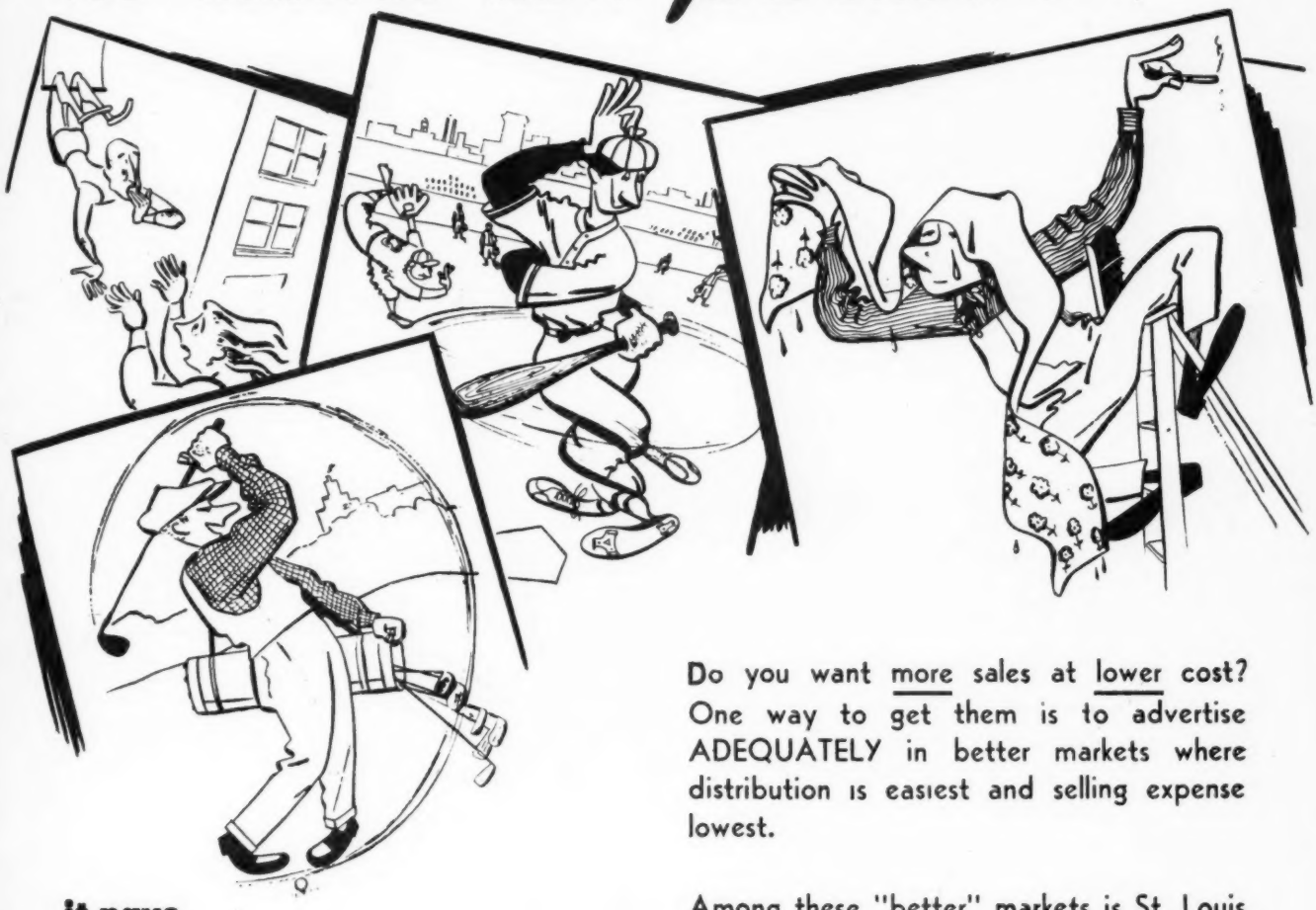
▲ See end of state "Metropolitan County Areas."
2 St. Louis County combined with independent City of St. Louis.

*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

© SM, 1949.

No matter how you show it . . .



Do you want more sales at lower cost? One way to get them is to advertise ADEQUATELY in better markets where distribution is easiest and selling expense lowest.

it pays

to use

Both Hands

in

Big St. Louis

Among these "better" markets is St. Louis . . big, ranking 8th in America with over 1,600,000 people in the retail trading zone* . . compact . . . and wealthy, as shown in the figures in this issue of Sales Management.

To make sales in the BIG St. Louis market to its real potential requires a combination of daily newspapers. And in such a combination The Star-Times provides essential, low-cost pulling power.

In 1948 The Star-Times carried over 12,000,000 lines of daily display advertising—more than many other famous newspapers such as The New York World-Telegram daily, New York Herald-Tribune daily or Chicago Herald-American daily. Last year also 34.7% of total daily display advertising in St. Louis appeared in The Star-Times.

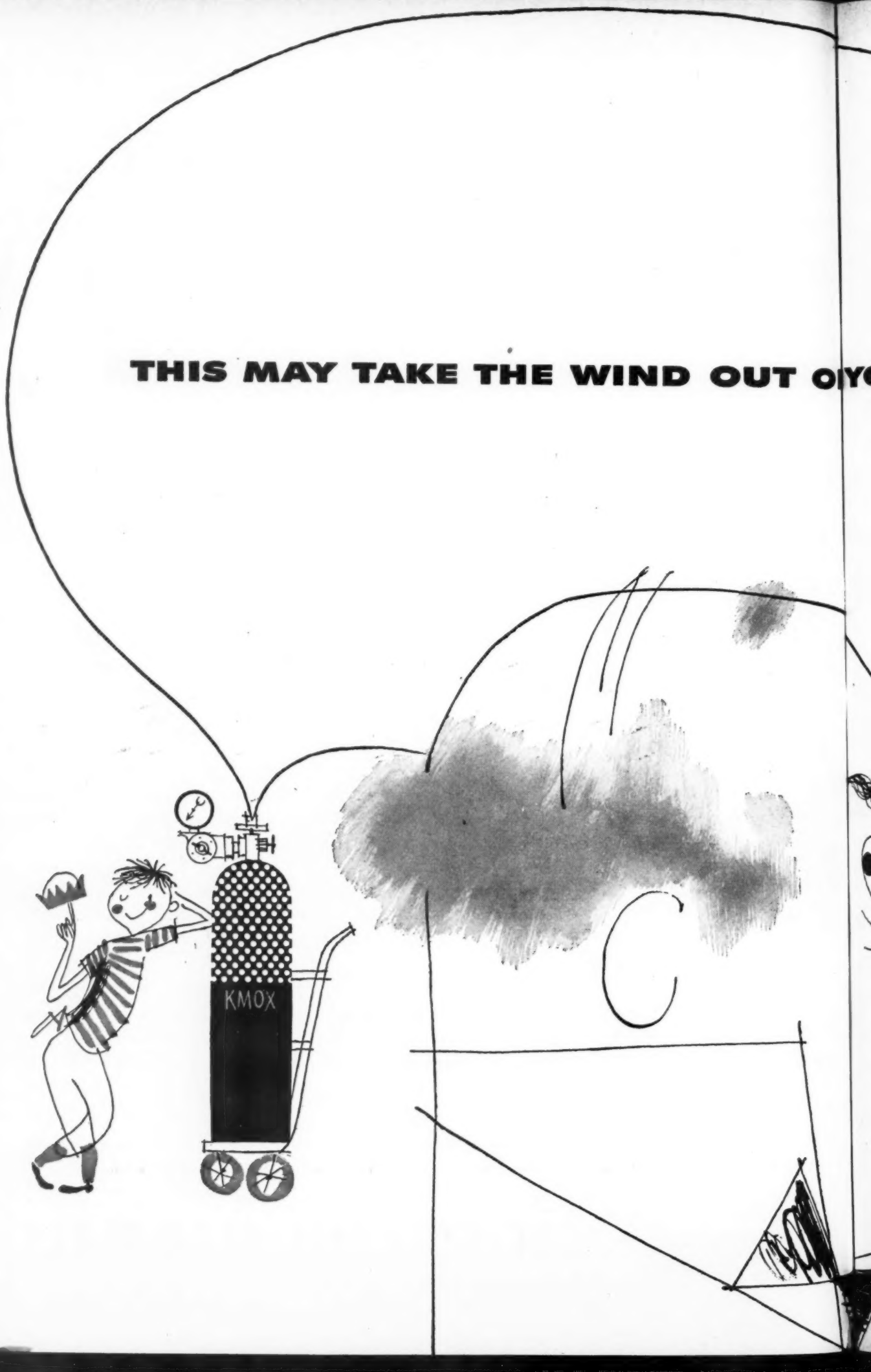
Experience of successful advertisers shows that it pays to make The Star-Times a major part of your St. Louis selling plans.

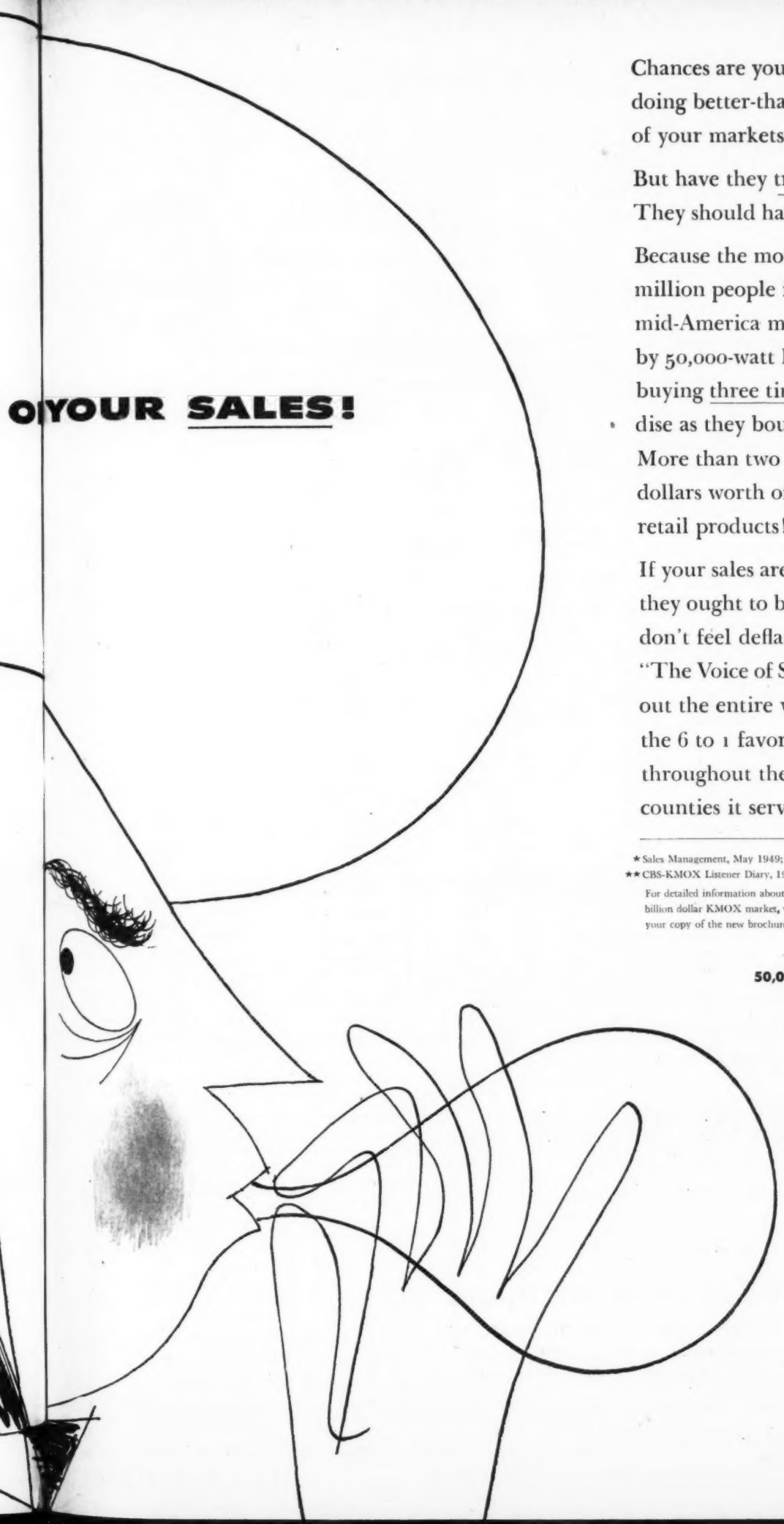
that means

THE ST. LOUIS STAR-TIMES

Represented Nationally by The Geo. A. McDevitt Co.

*Jan. 1949 est. of Met. St. Louis Census Committee


THIS MAY TAKE THE WIND OUT O
KMOX



O YOUR SALES!

Chances are your sales have been doing better-than-ever in every one of your markets. Good!

But have they tripled in mid-America? They should have.

Because the more than three million people in the 70-county mid-America market served by 50,000-watt KMOX are now buying three times as much merchandise as they bought a decade ago! More than two and a half billion dollars worth of all kinds of retail products!*

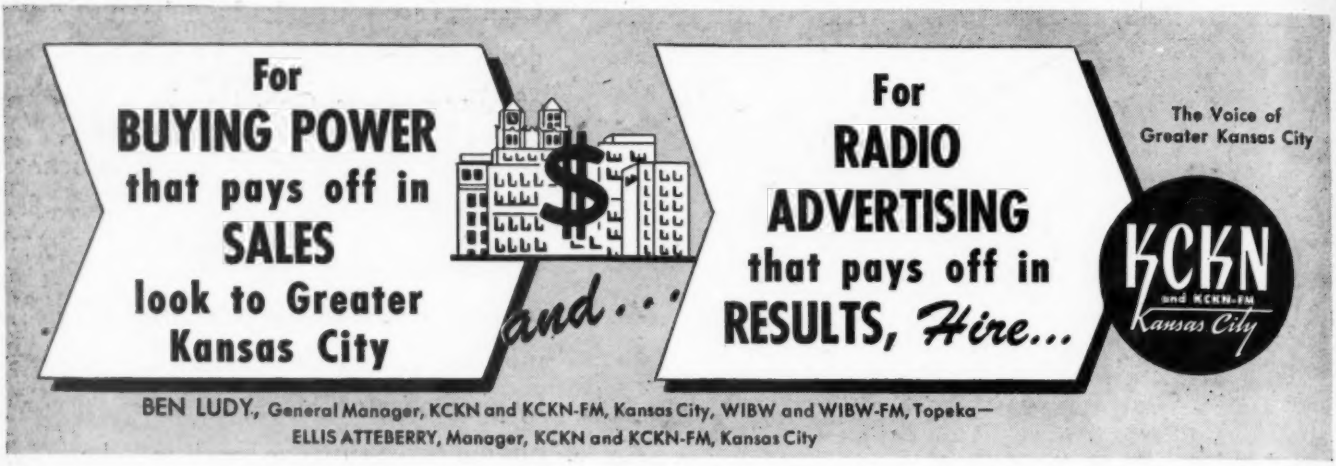
If your sales aren't as big as they ought to be in this big market, don't feel deflated. Just use KMOX... "The Voice of St. Louis." For throughout the entire week, KMOX is the 6 to 1 favorite of listeners throughout the 70 mid-America counties it serves...and sells.**

---

* Sales Management, May 1949; Census of Business, May 1939
** CBS-KMOX Listener Diary, 1948

For detailed information about the two-and-a-half billion dollar KMOX market, write or call Radio Sales for your copy of the new brochure, "It's A Small World!"

50,000 watts KMOX
Represented by RADIO SALES
Columbia Owned



BEN LUDY, General Manager, KCKN and KCKN-FM, Kansas City, WIBW and WIBW-FM, Topeka—
ELLIS ATTEBERRY, Manager, KCKN and KCKN-FM, Kansas City

MISSOURI — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/48			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (In thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Saline	27.6	.0188	8.7	16,435	.0126	4,422	1,316	810	754		22,314	.0118	808	2,565	B	40.2	.0134	71
Schuyler	5.5	.0038	1.8	3,190	.0024	1,166	63	67	196		4,181	.0023	760	2,323	D	63.0	.0026	68
Scotland	7.2	.0049	2.4	4,100	.0031	1,166	291	131	198		5,574	.0029	774	2,323	C	65.5	.0034	69
Scott	30.6	.0209	8.3	16,454	.0126	4,756	1,152	705	924		23,244	.0123	760	2,800	B	32.2	.0141	67
Sikeston	10.0	.0068	3.0	11,157	.0085	2,610	1,076	431	834	*	11,623	.0062	1,162	3,874	.....	.....	.0070	103
Shannon	8.6	.0058	2.2	2,597	.0020	613	51	91	*		3,725	.0020	433	1,693	F	52.9	.0028	48
Shelby	9.5	.0065	3.3	6,252	.0048	1,684	329	131	301		8,368	.0044	881	2,536	B	54.8	.0049	75
Stoddard	34.0	.0232	8.7	10,112	.0078	3,221	443	327	286		13,947	.0074	410	1,603	B	66.5	.0106	46
Stone	10.7	.0073	3.0	2,896	.0024	312	114	91	*		3,713	.0020	347	1,238	D	68.9	.0032	42
Sullivan	11.4	.0078	3.4	4,025	.0032	1,464	202	194	257		6,043	.0032	530	1,777	B	68.2	.0041	53
Taney	8.7	.0059	2.6	3,324	.0025	943	*	158	*		4,653	.0024	535	1,790	E	52.6	.0031	53
Texas	20.5	.0140	5.6	7,474	.0057	925	418	222	41		10,228	.0054	499	1,826	C	63.2	.0072	51
Vernon	23.6	.0162	7.7	13,005	.0099	3,405	1,050	156	785		17,666	.0094	749	2,294	B	46.4	.0108	67
Warren	7.2	.0049	2.3	3,339	.0027	759	*	65	124		4,644	.0025	645	2,019	E	53.1	.0030	61
Washington	15.4	.0105	3.9	4,693	.0036	1,462	202	91	90		5,583	.0029	363	1,432	E	34.6	.0046	44
Wayne	10.7	.0073	2.8	3,981	.0030	553	215	105	*		4,188	.0022	391	1,496	E	50.6	.0035	48
Webster	14.9	.0102	4.2	7,328	.0056	1,536	569	156	190		10,224	.0054	686	2,434	B	65.7	.0064	63
Worth	5.1	.0034	1.5	2,930	.0022	795	177	105	*		3,254	.0018	638	2,169	D	67.2	.0022	65
Wright	15.4	.0105	4.4	7,569	.0058	759	367	237	203		10,232	.0054	664	2,325	D	63.6	.0065	62
Total Above Cities	1,900.2	1.2971	611.8	2,580,046	1.9748	500,762	437,620	96,145	156,211		3,137,382	1.6609	1,651	5,128	.....	.....	1.6828	130
State Total	3,967.7	2.7084	1,194.2	3,528,304	2.7025	737,297	502,468	131,990	197,125		4,603,104	2.4368	1,160	3,855	.....	23.6	2.5708	95

MISSOURI — Metropolitan County Areas

Kansas City, Mo.—Kansas City, Kan. 61	824.3	.5627	268.5	1,025,579	.7856	183,486	191,250	47,477	58,943		1,296,778	.6865	1,573	4,830	.....	.....	.6915	123
St. Joseph 102	107.2	.0732	35.0	112,364	.0861	23,575	14,312	5,852	9,373		140,540	.0744	1,311	4,015	.....	.....	.0777	106
St. Louis 103	1,677.2	1.1451	484.4	1,701,662	1.3035	383,797	235,772	50,708	112,544		2,447,951	1.2958	1,460	5,054	.....	.....	1.2678	111
Springfield, Mo. 117	98.0	.0655	30.7	106,613	.0817	20,765	13,428	4,858	5,960		121,380	.0643	1,264	3,953	.....	.....	.0698	107

*Withheld to avoid disclosure.

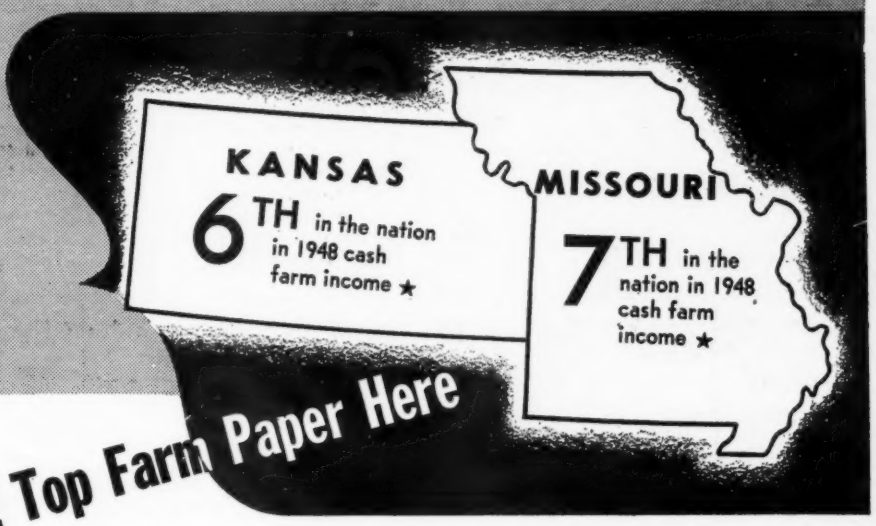
© SM, 1949.

Before using these figures, see explanation page 19.

IT MAY SOUND REPETITIOUS, BUT . . .

Have you read the explanation prefacing the Survey of Buying Power? It appears on page 19 and following pages, and really will save you lots of time. It identifies sources of all figures and contains all comment necessary to a complete understanding of the use of all County and City figures.

TOP BRACKET FARM MARKET

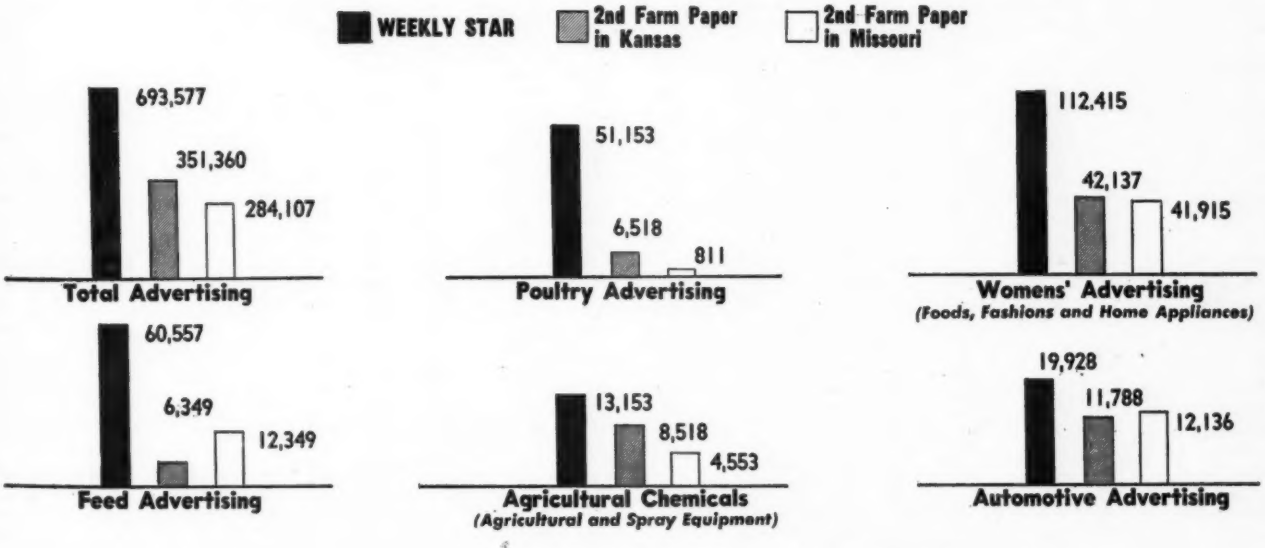


There is But ONE Top Farm Paper Here

★ *(Bureau of Agricultural Economics)*

Here's the dollar judgement of advertisers in several random categories in 1948.

PROOF of WEEKLY STAR Leadership!



Survey Shows Dealer Preference

Recent Implement and Tractor Survey reveals that The Weekly Star is first choice of 30% more Kansas and Missouri farm equipment dealers.

Two thousand dealers were asked this question: "To be most helpful to you, in which one of the following farm papers would you prefer to see the factory advertising of the lines you sell?"

WEEKLY STAR	**407**
Second Kansas Farm Paper	198
Second Missouri Farm Paper	114

Here's Why!

The Weekly Star's firstness in technical agricultural information and its unique speed of publication provide a loyal audience responsive to advertising.

Advertisers know The Weekly Star provides a greater degree of penetration in its area, not equaled in any other farm paper.

Advertisers know that dealers overwhelmingly prefer The Weekly Star in its area for selling effectiveness.

"The Weekly Star *Sells Goods*"

The Weekly Kansas City Star.

OVER 440,000 PAID-IN-ADVANCE CIRCULATION

The largest farm weekly in America

KANSAS—Counties and Cities

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City	County	City	County	City	County
Arkansas City	Cowley	Great Bend	Barton	Ottawa	Franklin
Atchison	Atchison	Hutchinson	Reno	Parsons	Labette
Chanute	Neosho	Independence	Montgomery	Pittsburg	Crawford
Coffeyville	Montgomery	Kansas City	Wyandotte	Salina	Saline
Dodge City	Ford	Lawrence	Douglas	Topeka	Shawnee
El Dorado	Butler	Leavenworth	Leavenworth	Wichita	Sedgwick
Emporia	Lyon	McPherson	McPherson	Winfield	Cowley
Fort Scott	Bourbon	Manhattan	Riley		
Garden City	Finney	Newton	Harvey		

COUNTIES / CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (In thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Allen	19.2	.0131	6.2	16,524	.0127	3,778	1,592	385	922		20,950	.0111	1,091	3,379	D	34.6	.0119	91
Anderson	10.9	.0074	3.3	8,356	.0064	1,620	407	282	180		11,524	.0061	1,057	3,492	C	51.8	.0065	88
Atchison	21.7	.0148	6.5	20,135	.0154	5,414	1,837	801	998		25,405	.0134	1,171	3,908	B	29.2	.0142	96
Atchison	13.4	.0091	4.1	18,141	.0139	4,960	*	710	996	H	21,215	.0112	1,583	5,174			.0115	126
Barber	8.8	.0060	2.6	10,049	.0077	2,396	358	389	281		11,000	.0059	1,250	4,231	B	42.9	.0065	108
Barton	29.1	.0199	8.2	32,966	.0253	7,253	3,934	1,096	1,424		36,144	.0191	1,242	4,408	B	25.0	.0210	108
Great Bend	11.4	.0078	3.5	19,417	.0149	3,862	3,528	608	1,009	H	20,691	.0109	1,815	5,912			.0115	147
Bourbon	21.1	.0144	6.6	19,370	.0148	4,621	1,628	651	1,291		24,882	.0132	1,179	3,659	C	37.7	.0138	96
Fort Scott	10.7	.0073	3.5	17,084	.0131	3,996	1,545	608	1,291	H	18,857	.0100	1,762	5,388			.0104	142
Brown	16.5	.0112	5.2	14,942	.0114	3,289	2,114	549	*		20,956	.0111	1,270	4,030	B	48.3	.0112	100
Butler	34.5	.0236	10.4	36,069	.0276	8,569	2,552	621	1,180		42,167	.0223	1,222	4,055	B	30.4	.0242	103
El Dorado	12.9	.0088	3.9	20,306	.0155	4,385	2,309	163	848	H	18,073	.0096	1,401	4,634			.0112	127
Chase	5.5	.0038	1.6	4,093	.0031	1,062	*	134	318		6,287	.0033	1,143	3,929	B	52.2	.0033	87
Chautauqua	7.9	.0053	2.3	7,182	.0055	1,366	309	281	359		7,595	.0040	961	3,302	E	54.0	.0047	89
Cherokee	29.2	.0200	8.9	18,255	.0140	6,122	829	681	853		23,834	.0126	816	2,678	D	28.0	.0145	73
Cheyenne	5.6	.0038	1.5	5,340	.0041	843	308	193	*		7,072	.0038	1,263	4,715	B	63.2	.0039	103
Clark	4.0	.0027	1.2	4,447	.0034	793	164	193	92		5,238	.0028	1,310	4,365	C	50.8	.0030	111
Clay	12.2	.0084	3.6	14,030	.0107	3,189	1,105	385	267		17,548	.0092	1,438	4,874	B	48.6	.0095	113
Cloud	16.1	.0109	4.9	17,529	.0134	3,748	2,390	608	853		23,572	.0125	1,464	4,811	B	41.6	.0125	115
Coffey	11.5	.0079	3.6	9,825	.0075	2,884	439	193	544		12,834	.0068	1,116	3,565	B	57.9	.0072	91
Comanche	4.1	.0028	1.1	4,137	.0032	1,029	309	163	*		4,718	.0025	1,151	4,289	C	52.4	.0028	100
Cowley	37.2	.0254	11.6	42,662	.0327	9,866	6,324	1,155	1,521		53,692	.0284	1,443	4,629	B	26.4	.0291	115
Arkansas City	13.3	.0091	4.4	21,117	.0162	5,128	4,260	637	747	H	24,881	.0132	1,871	5,655			.0133	146
Winfield	10.0	.0068	3.5	18,687	.0143	3,746	*	475	724	H	19,120	.0101	1,912	5,463			.0107	157
Crawford	52.5	.0358	17.0	49,772	.0381	13,164	5,178	1,670	2,006		58,850	.0312	1,121	3,462	D	19.1	.0342	96
Pittsburg	25.4	.0173	8.9	34,492	.0264	7,946	4,550	1,198	1,642	G	32,369	.0171	1,274	3,637			.0199	115
Decatur	6.5	.0045	1.9	4,709	.0036	1,097	439	147	124		8,114	.0043	1,248	4,271	C	57.1	.0041	91
Dickinson	22.9	.0156	6.8	22,050	.0169	5,787	1,902	622	627		29,596	.0157	2,292	4,352	B	37.3	.0160	103
Doniphan	12.0	.0082	3.7	6,028	.0046	1,905	*	193	*		10,215	.0054	851	2,761	B	59.2	.0057	70
Douglas	29.3	.0200	9.5	38,590	.0296	7,185	3,659	1,155	894		44,001	.0233	1,502	4,632	B	25.7	.0245	123
Lawrence	18.0	.0123	6.2	33,111	.0254	6,088	*	1,066	*	H	30,018	.0159	1,668	4,842			.0180	146
Edwards	6.3	.0043	1.8	5,229	.0040	1,502	406	222	157		8,125	.0043	1,290	4,514	B	47.3	.0042	98
Elk	7.1	.0048	2.3	5,045	.0039	1,248	244	163	108		6,809	.0036	959	2,980	D	53.1	.0039	81
Ellis	17.7	.0121	4.3	16,748	.0128	3,879	2,277	445	392		21,215	.0112	1,199	4,934	B	33.9	.0119	98
Ellsworth	9.9	.0068	2.9	7,555	.0058	2,530	472	385	355		11,262	.0060	1,138	3,883	B	45.8	.0061	90
Finney	12.5	.0085	3.8	21,634	.0166	3,926	1,785	443	1,175		23,250	.0123	1,860	6,458	B	35.6	.0128	151
Garden City	9.1	.0062	2.7	20,985	.0161	3,817	1,771	443		H	18,415	.0098	2,024	6,820			.0110	177
Ford	20.8	.0142	8.1	24,154	.0185	4,976	4,812	771	1,428		33,001	.0175	1,587	5,410	A	24.9	.0171	120
Dodge City	11.8	.0081	3.6	20,362	.0156	4,285	4,731	622	1,336	H	18,992	.0100	1,609	5,276			.0113	140
Franklin	20.9	.0143	6.7	19,988	.0153	4,976	1,592	741	987		30,382	.0161	1,454	4,535	B	38.1	.0155	108
Ottawa	10.7	.0073	3.5	16,089	.0123	3,878	*	651	987	H	20,167	.0107	1,885	5,762			.0105	144
Geary	15.3	.0104	4.8	14,068	.0108	3,525	1,659	370	479		18,857	.0099	1,232	3,929	E	16.6	.0103	99
Gove	4.4	.0030	1.1	2,755	.0021	589	*	59	46		3,929	.0021	893	3,572	D	64.1	.0023	77
Graham	5.5	.0038	1.6	2,865	.0022	692	*	134	*		4,453	.0024	810	2,783	D	63.3	.0026	68
Grant	3.1	.0021	.8	1,545	.0012	372	*	*	*		2,877	.0015	928	3,596	D	51.1	.0015	71
Gray	4.8	.0033	1.3	2,979	.0023	793	*	118	*		4,712	.0025	982	3,625	B	57.3	.0026	79
Greeley	2.0	.0013	.5	875	.0007	220	*	*	*		1,309	.0007	655	2,618	E	52.6	.0008	62
Greenwood	14.3	.0098	4.4	14,607	.0112	3,525	667	386	604		18,595	.0098	1,300	4,226	B	42.1	.0102	104
Hamilton	2.9	.0020	.8	2,257	.0017	658	*	*	18		2,620	.0014	903	3,275	D	45.9	.0016	801
Harper	11.1	.0075	3.3	11,892	.0091	3,088	910	474	682		15,715	.0083	1,416	4,762	B	45.9	.0084	12

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 19.

KANSAS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Harvey	22.1	.0151	6.5	23,670	.0181	5,684	2,943	415	1,194		30,906	.0164	1,398	4,755	B	26.6	.0167	111
Newton	11.6	.0079	3.5	18,558	.0142	4,488	2,861	311	1,032	H	19,120	.0101	1,648	5,463			.0109	138
Haskell	2.3	.0016	.6	1,396	.0011	371	*	119	*		1,833	.0010	797	3,055	C	58.1	.0012	75
Hodgeman	3.5	.0024	.9	1,508	.0012	305		*	*		2,888	.0015	825	3,207	B	65.0	.0016	67
Jackson	11.8	.0080	3.7	8,094	.0062	2,396	633	193	171		11,788	.0062	999	3,185	C	59.8	.0066	83
Jefferson	11.7	.0080	3.6	5,676	.0043	1,754	131	222	124		9,167	.0049	784	2,546	B	60.6	.0053	66
Jewell	10.7	.0073	3.3	6,327	.0048	1,788	406	222	97		9,428	.0050	881	2,857	B	63.5	.0054	74
Johnson 61	53.3	.0364	16.1	22,349	.0171	5,802	309	622	862		37,192	.0197	698	2,310	B	23.1	.0223	61
Kearny	2.7	.0019	.7	1,470	.0011	337	*	*	*		2,358	.0012	873	3,369	D	60.1	.0013	68
Kingman	10.9	.0074	3.1	9,750	.0075	2,396	358	282	*		13,095	.0069	1,201	4,224	B	53.5	.0072	97
Kiowa	4.8	.0033	1.5	3,647	.0028	624	244	163	175		4,191	.0023	873	2,784	B	52.0	.0027	82
Labette	33.6	.0229	10.8	27,987	.0214	7,000	3,285	932	1,456		40,334	.0213	1,200	3,735	C	31.1	.0217	95
Parsons	16.0	.0109	5.4	20,094	.0154	4,621	3,008	681	1,373	H	27,763	.0147	1,735	5,141			.0142	130
Lane	2.8	.0019	.8	2,364	.0018	506	*	*	*		2,879	.0015	1,028	3,599	D	55.8	.0017	89
Leavenworth	33.0	.0226	10.3	27,024	.0207	6,071	3,147	1,035	1,480		51,810	.0274	1,570	5,030	C	22.4	.0244	108
Leavenworth	20.7	.0142	6.7	23,511	.0180	5,448	*	913	1,412	H	35,480	.0188	1,714	5,296			.0176	124
Lincoln	7.7	.0052	2.1	4,708	.0036	927	*	119	156		6,024	.0032	782	2,869	B	59.5	.0037	71
Linn	12.2	.0083	4.0	7,295	.0056	1,720	276	252	143		11,262	.0060	923	2,816	C	58.0	.0063	76
Logan	3.9	.0027	1.0	2,940	.0023	809	309	119	*		5,500	.0029	1,410	5,500	D	47.6	.0027	100
Lyon	25.9	.0177	7.8	29,420	.0225	6,932	4,456	1,066	1,415		41,643	.0220	1,608	5,339	B	33.2	.0213	120
Emporia	14.6	.0099	4.5	25,508	.0195	5,787	*	1,053	1,309	H	24,726	.0131	1,694	5,495			.0144	145
McPherson	24.5	.0167	7.1	24,228	.0186	5,717	1,755	964	1,005		35,883	.0190	1,465	5,054	B	39.0	.0184	110
McPherson	8.0	.0055	2.5	15,506	.0119	3,593	1,626	710	673	H	13,096	.0070	1,637	5,238			.0082	149
Marion	18.2	.0124	5.2	14,981	.0115	2,969	633	341	438		20,953	.0111	1,151	4,029	B	53.2	.0115	93
Marshall	20.4	.0140	6.1	16,636	.0127	4,150	2,000	651	433		23,048	.0122	1,130	3,778	B	49.7	.0127	91
Meade	5.4	.0036	1.6	5,378	.0041	1,131	359	192	129		7,334	.0039	1,358	4,584	B	51.5	.0039	108
Miami	18.5	.0127	5.9	13,994	.0107	3,558	1,137	445	539		16,762	.0089	906	2,841	C	41.7	.0102	80
Mitchell	10.9	.0074	3.3	11,593	.0089	2,818	959	386	323		15,190	.0080	1,394	4,603	B	46.0	.0082	111
Montgomery	50.5	.0345	15.7	54,408	.0417	13,965	6,525	1,645	3,165		66,892	.0354	1,325	4,261	D	18.3	.0371	108
Coffeeville	17.8	.0121	5.5	25,244	.0193	6,493	3,945	851	1,799	H	30,616	.0162	1,720	5,567			.0163	135
Independence	12.3	.0084	3.9	20,294	.0156	5,118	2,432	554	829	H	18,926	.0100	1,539	4,853			.0114	136
Morris	9.7	.0066	3.0	7,407	.0057	2,058	585	163	258		11,259	.0060	1,161	3,753	C	51.8	.0060	91
Morton	2.3	.0016	.6	1,953	.0015	624	*	118	*		2,885	.0015	1,254	4,808	E	46.1	.0015	94
Nemaha	15.5	.0106	4.6	10,569	.0081	2,715	879	445	300		16,239	.0086	1,048	3,530	B	55.6	.0089	84
Neosho	23.5	.0160	7.6	20,171	.0154	5,414	2,114	608	852		30,120	.0160	1,282	3,963	D	37.3	.0158	99
Chanute	11.5	.0079	3.8	15,915	.0122	3,963	*	445	*	H	17,548	.0092	1,526	4,618			.0098	124
Ness	7.0	.0048	1.9	4,206	.0032	1,029	*	163	106		6,548	.0034	935	3,446	B	59.7	.0036	75
Norton	9.1	.0062	2.7	6,996	.0054	2,058	682	282	258		10,215	.0054	1,123	3,783	C	45.5	.0056	90
Osage	13.8	.0094	4.4	9,564	.0073	2,681	406	252	189		11,779	.0063	854	2,677	B	52.8	.0072	77
Osborne	9.0	.0061	2.7	7,368	.0056	2,058	586	281	383		9,433	.0050	1,048	3,494	B	51.8	.0054	89
Ottawa	8.6	.0059	2.6	5,937	.0045	1,654	487	193	92		9,425	.0050	1,096	3,625	B	58.7	.0050	85
Pawnee	9.1	.0062	2.6	10,160	.0078	2,260	1,659	*	92		11,793	.0062	1,296	4,536	B	43.3	.0067	108
Phillips	11.1	.0076	3.4	7,760	.0059	2,124	519	222	129		11,000	.0058	991	3,235	C	55.2	.0062	82
Pottawatomie	13.2	.0090	3.8	10,942	.0084	2,529	164	356	281		14,667	.0078	1,111	3,860	B	55.1	.0082	91
Pratt	13.0	.0089	3.7	15,500	.0119	3,323	1,869	445	742		23,049	.0122	1,773	6,229	B	33.3	.0115	129
Rawlins	5.9	.0040	1.6	4,094	.0031	994	163	133	212		5,500	.0029	932	3,438	B	61.8	.0032	80
Reno	53.4	.0365	16.1	70,665	.0541	13,932	10,373	2,089	3,911		80,907	.0428	1,515	5,025	A	22.6	.0449	123
Hutchinson	31.1	.0212	10.0	61,480	.0471	11,353	10,329	1,808	3,685	F	53,119	.0281	1,708	5,312			.0324	153
Republic	12.2	.0083	3.7	9,247	.0071	2,092	682	252	171		11,285	.0060	923	3,045	B	59.0	.0068	82

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*Withheld to avoid disclosure.

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THE WICHITA MARKET IS ONE OF THE MOST PROFITABLE AND PRODUCTIVE MARKETS IN THE UNITED STATES

RADIO STATION **K F B I . . .** 1ST **IN MARKET COVERAGE MERCHANDISING — RESULTS**

THAT'S WHY KFBI IS USED BY MANY OF THE LARGEST ADVERTISERS IN THE NATION

10,000 WATTS AT 1070 WICHITA, KANSAS

KFBI

THE PIONEER VOICE OF KANSAS

REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.

A MOST MERCHANDISING MINDED RADIO STATION IN A GREAT MARKET

KANSAS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (In thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S.A. Potential	Quality of Market Index
Rice	16.1	.0110	4.9	18,479	.0142	4,689	829	504	922	.....	23,310	.0123	1,448	4,757	B	30.1	.0126	115
Riley	23.1	.0158	7.2	30,016	.0230	6,089	3,739	1,053	1,124	.....	38,763	.0205	1,678	5,384	C	25.6	.0203	128
Manhattan	13.6	.0093	4.3	23,833	.0182	5,281	*	933	*	H	24,882	.0132	1,830	5,787	.....	.....	.0139	149
Rooks	8.6	.0058	2.5	6,141	.0047	1,619	439	163	222	.....	9,173	.0049	1,067	3,669	C	51.2	.0050	86
Rush	7.8	.0054	2.2	5,677	.0043	1,467	*	222	87	.....	8,119	.0043	1,041	3,690	B	53.9	.0045	83
Russell	13.2	.0090	3.8	13,436	.0103	3,086	586	445	553	.....	17,548	.0093	1,329	4,618	B	32.6	.0095	106
Saline	35.8	.0244	10.8	47,634	.0365	10,163	6,648	1,652	2,048	.....	57,791	.0306	1,614	5,351	B	18.9	.0311	..
Salina	26.7	.0182	8.0	41,679	.0319	9,284	*	1,620	*	F	47,077	.0249	1,763	5,885	.....	.....	.0257	141
Scott	4.4	.0030	1.2	3,870	.0030	776	*	*	134	.....	5,967	.0031	1,356	4,973	C	46.1	.0031	103
Sedgwick 134	225.1	.1537	72.7	284,794	.2182	53,738	30,033	9,512	16,494	.....	391,224	.2071	1,738	5,381	B	7.8	.1998	130
▲Wichita	171.2	.1169	55.2	266,169	.2039	49,347	29,789	9,404	16,357	D	332,128	.1759	1,940	6,017	.....	.....	.1725	148

▲ See end of state "Metropolitan County Areas." *Withheld to avoid disclosure. Before using these figures, see explanation page 19.

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KANS

WICHITA, KANSAS

NBC

1480 KC • 5,000 Watts Day, 1,000 Watts Night

Represented by Taylor-Barrett & Co., Inc.

Now 5000 Watts

KANS ½ MV/V Daytime coverage represents 32.21 per cent of entire population of Kansas and 3.68 per cent of Oklahoma. Effective buying income per family: over $6,000 for Wichita; over $4,000 average for entire coverage area. Population — 705,000. Radio families — 177,936.

KFH IS TOPS

IN THE TOP KANSAS MARKET



Weigh these Yardsticks

TOP POWER

5,000 WATTS DAYTIME

5,000 WATTS NIGHTTIME

The most powerful full time station in Kansas.

TOP HOOPERATING

KFH has the TOP rating on listening audience.

TOP NETWORK—CBS

The only full time CBS station in Kansas. For 20 years KFH has broadcast CBS programs a large portion of every broadcast day.

KFH is TOPS in history too! Established in 1922, the first radio station in Kansas, KFH has consistently increased its power, its program quality and its audience to maintain leadership in its area through the years. KFH is backed by the Wichita Eagle, a leading Kansas newspaper, established in 1872.

• 5000 WATTS — **ALL** THE TIME . . .

KFH

WICHITA, KANSAS

the voice of the Wichita Eagle

CBS

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.



Mr. Advertiser—

Every Station Can Draw
A Nice Big Circle

but...

Only One Station in Every Market
Draws the Audience

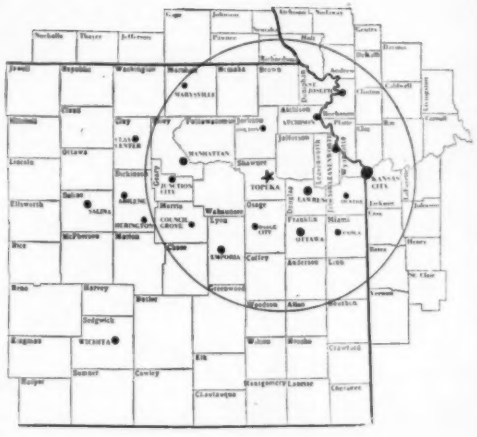
In TOPEKA, *It's* WREN

CONLAN—NOV. 14-20, 1948

	4 HRS. 8:00 AM TO 12 M.	6 HRS. 12 M. TO 6:00 PM	4 HRS. 6:00 PM TO 10:00 PM
WREN	34.6	29.5	22.4
STATION A	30.5	27.0	32.3
STATION B	19.8	21.5	15.2
STATION C	12.3	16.2	21.5

TOTAL FAMILIES 581,780*
RADIO FAMILIES 555,170*
TELEPHONE FAMILIES . . 316,670*
RETAIL SALES . . . $1,986,343,000
* U. S. DEPT. OF COMMERCE — BMB-1949 SALES MANAGEMENT

TOPEKA KANSAS



KANSAS— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

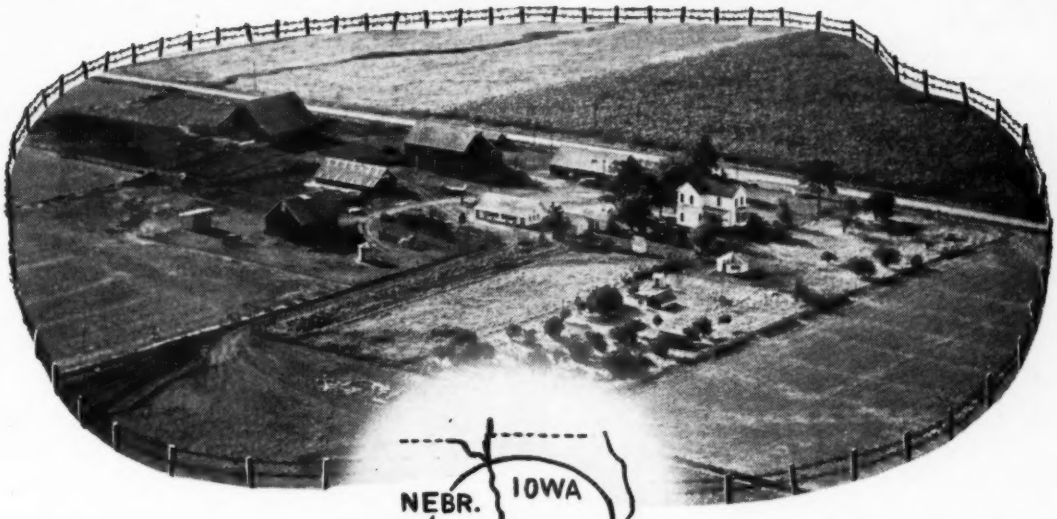
COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Seward	10.9	.0074	3.2	11,389	.0087	2,530	1,431	282	852		12,833	.0068	1,177	4,010	C	25.4	.0075	101
Shawnee 126	115.6	.0789	37.4	150,801	.1155	33,921	17,641	5,555	9,845		210,161	.1113	1,818	5,619	B	8.0	.1061	134
▲Topeka	87.5	.0597	28.2	144,617	.1107	31,885	17,331	5,435	*	F	182,438	.0965	2,085	6,469			.0934	156
Sheridan	4.8	.0033	1.2	2,568	.0020	472	*	*	51		4,191	.0022	873	3,493	D	68.1	.0024	73
Sherman	6.8	.0046	1.9	7,368	.0056	1,570	764		272		9,953	.0053	1,464	5,238	B	40.4	.0053	115
Smith	9.7	.0066	3.0	6,290	.0048	2,091	406	281	184		9,161	.0049	944	3,054	B	60.2	.0052	79
Stafford	9.7	.0067	2.7	9,489	.0073	2,463	520	341	323		11,786	.0062	1,215	4,365	B	48.4	.0066	99
Stanton	1.5	.0010	.4	1,359	.0010	305		*	*		2,096	.0011	1,397	5,240	C	57.5	.0011	110
Stevens	3.7	.0025	1.0	2,289	.0018	692	*	*	*		3,667	.0019	991	3,667	C	51.5	.0020	80
Sumner	25.6	.0175	7.7	22,088	.0169	5,786	1,659	711	761		28,810	.0153	1,125	3,742	B	43.0	.0162	93
Thomas	7.0	.0048	2.0	7,798	.0060	1,570	554	341	207		9,429	.0050	1,347	4,715	B	46.5	.0053	110
Trego	5.6	.0038	1.5	3,945	.0030	927	486	133	129		4,975	.0026	888	3,317	C	60.3	.0030	79
Wabaunsee	8.6	.0059	2.7	5,304	.0041	1,282	62	134	74		7,334	.0039	853	2,716	B	63.1	.0044	75
Wallace	2.3	.0015	.8	1,432	.0011	405	*	*	*		3,142	.0017	1,366	5,237	E	57.5	.0015	100
Washington	14.0	.0096	4.2	9,096	.0070	1,788	439	281	304		16,501	.0087	1,179	3,929	B	62.1	.0084	88
Wichita	2.4	.0016	.7	2,215	.0017	589	*	*	*		2,620	.0014	1,092	3,743	D	57.2	.0015	94
Wilson	17.4	.0119	5.5	12,448	.0095	3,121	*	415	323		16,239	.0086	933	2,953	D	40.4	.0095	80
Woodson	7.4	.0051	2.3	4,893	.0037	1,535	309	134	184		5,762	.0030	779	2,505	E	49.9	.0038	71
Wyandotte 61	185.2	.1264	55.8	165,168	.1266	42,768	13,462	6,497	12,043		273,355	.1447	1,476	4,899	E	2.4	.1356	107
▲Kansas City	148.2	.1012	44.7	161,701	.1239	39,981	13,281	6,343	11,943	E	236,939	.1255	1,599	5,301			.1202	119
Total Above Cities	737.5	.5034	234.0	1,103,900	.8455	238,733	107,296	38,242	49,992		1,306,656	.6917	1,772	5,579			.7002	139
State Total	1,966.9	1.3426	600.5	1,926,605	1.4757	446,192	186,820	63,634	90,768		2,631,655	1.3931	1,338	4,382		31.4	1.4078	105

▲ See end of state "Metropolitan County Areas." *Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

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WIBW Fences In This Rich





Five State Farm Market

Within this half millivolt line live the First Families of Agriculture—those loyal WIBW listeners who have been hitting the jackpot of bumper crops and high prices for eight consecutive years.

Already one of America's most important markets, we sincerely believe that the next twelve months will see more dollars-per-person spent here than anywhere else in the country.

LOOK at the BUYING POWER of WIBW's audience!



Modern, mechanized farming is Big Business. In 1948 our listeners harvested the biggest corn crop on record and topped it off with the third largest wheat crop. Income from these alone would put WIBW listeners on Easy Street, but it's only the beginning.



There are dozens of other diversified sources of year-round income — cattle, hogs, sheep, poultry, milk and eggs. Kansas farmers alone will market about a million and a half bushels of premium potatoes, tons of grapes, apples, peaches and pears. Add to this potential two and a half million bushels of high priced soy beans as well as flax, barley, rye and sorghum. The dollar value of this year's crops will undoubtedly go down in history as the greatest ever produced.





IMPORTANT TO YOU is the fact that wealth like this has been piling up for eight years. The "by heck" farmer of the comic strip has been replaced by a scientific minded agriculturist. Modernization is everywhere . . . in machinery, equipment, homes and furnishings. The magic of modern communication has made the wants of farm families and small town dwellers the same as those of your next door city neighbor . . . and they all have plenty of money to BUY.





EQUALLY IMPORTANT is their overwhelming preference for WIBW for service, entertainment and buying guidance . . . a fact that is demonstrated year after year by independent surveys and by sales records of WIBW advertisers.

Seems like we ought to get together—doesn't it?

W I B W

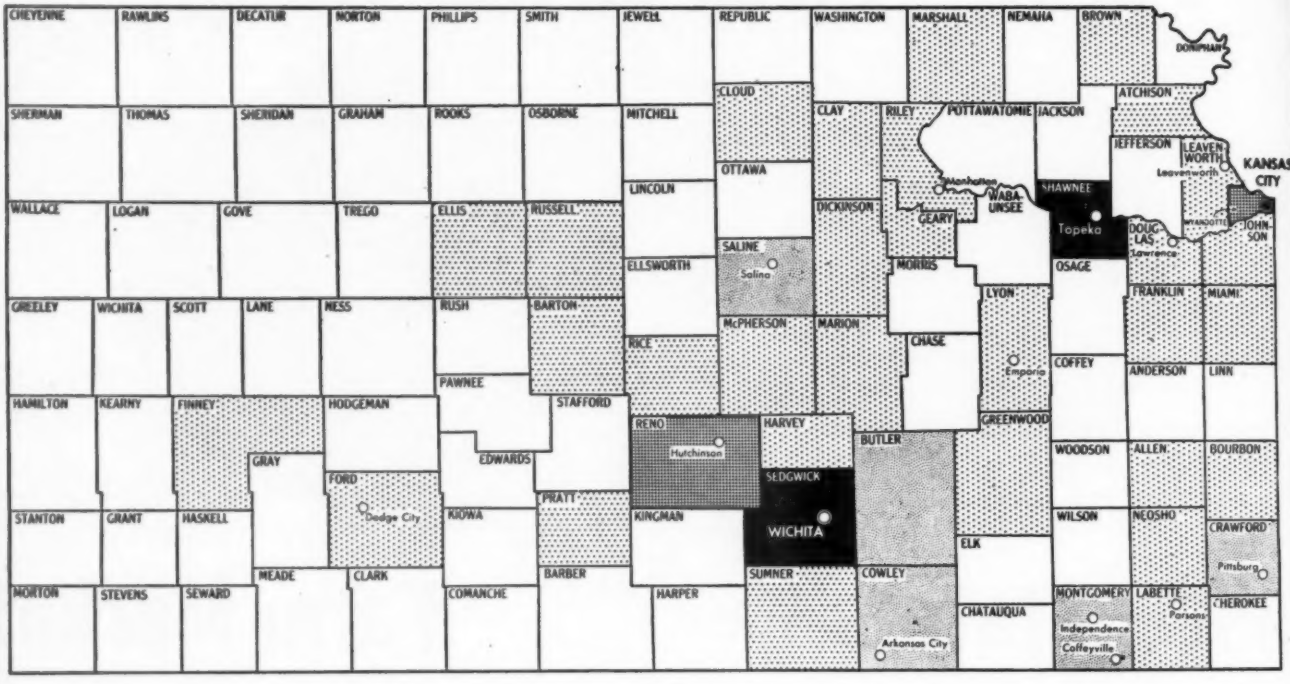


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"THE MAGIC CIRCLE"
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C B S

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KANSAS



1946 Retail Sales in Excess of $100 Million
1946 Retail Sales $50.0 Million to $99.9 Million
1946 Retail Sales $25.0 Million to $49.9 Million
1946 Retail Sales $10.0 Million to $24.9 Million

Cities shown are those having retail sales of $15.0 million or more in 1946

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KANSAS — Metropolitan County Areas

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

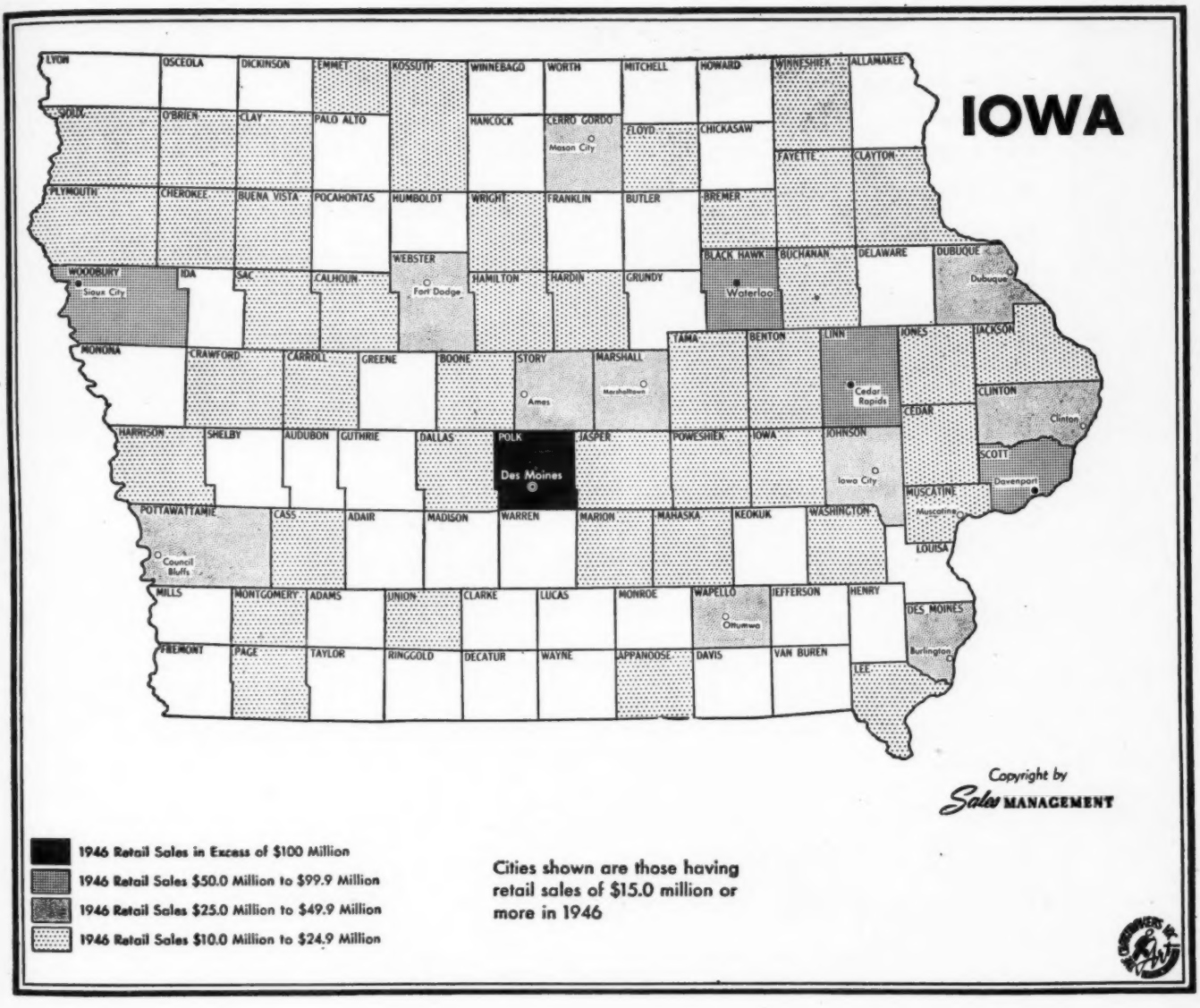
METROPOLITAN COUNTY AREAS	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (In thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S.A. Potential	Quality of Market Index
Kansas City, Kan.,-Kansas City, Mo..61	824.3	.5627	268.5	1,025,679	.7856	183,486	191,250	47,477	58,943	.....	1,296,776	.6865	1,573	4,830	.....	.....	.6915	123
Topeka.....128	115.8	.0789	37.4	150,801	.1155	33,921	17,641	5,555	9,845	.....	210,161	.1113	1,818	5,619	.....	.....	.1061	134
Wichita.....134	225.1	.1537	72.7	284,794	.2182	53,738	30,033	9,512	16,494	.....	391,224	.2071	1,738	5,381	.....	.....	.1998	130

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Before using these figures, see explanation page 19.

LOOK BEFORE YOU WRITE

Most of the questions readers will ask about the Survey of Buying Power have been answered in the introduction beginning on page 19. So before you write, wire or call the editors, re-read this section. Chances are that we will refer you to these pages anyway.



IOWA

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City	County	City	County	City	County
Ames	Story	Davenport	Scott	Newton	Jasper
Atlantic	Cass	Des Moines	Polk	Oelwein	Fayette
Boone	Boone	Dubuque	Dubuque	Oskaloosa	Mahaska
Burlington	Des Moines	Fort Dodge	Webster	Ottumwa	Wapello
Carroll	Carroll	Fort Madison	Lee	Shenandoah	Page
Cedar Rapids	Linn	Iowa City	Johnson	Sioux City	Woodbury
Centerville	Appanoose	Keokuk	Lee	Spencer	Clay
Charles City	Floyd	Marshalltown	Marshall	Storm Lake	Buena Vista
Cherokee	Cherokee	Mason City	Cerro Gordo	Waterloo	Black Hawk
Clinton	Clinton	Muscatine	Muscatine	Webster City	Hamilton
Council Bluffs	Pottawattamie				

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Adair	12.9	.0088	3.7	9,988	.0077	2,021	284	259	290		14,046	.0074	1,089	3,798	B	62.7	.0078	89
Adams	9.5	.0064	2.8	6,665	.0051	1,219	*	167	117		9,353	.0050	985	3,340	B	60.4	.0053	83
Allamakee	16.6	.0114	4.7	14,635	.0112	2,239	779	243	491		16,183	.0085	975	3,443	B	57.4	.0099	87
Appanoose	24.5	.0167	7.4	17,734	.0136	4,678	1,647	564	766		25,161	.0134	1,027	3,400	C	32.6	.0041	84
Centerville	9.5	.0064	3.0	13,868	.0106	3,185	*	443	693		13,185	.0070	1,388	4,395			.0080	125

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 19.

$5858.00
THE AVERAGE FAMILY INCOME
IN MASON CITY, IOWA
MARKET INDEX
143

To tap this wealthy market use the Globe-Gazette

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New York, Chicago, Detroit, Los Angeles, San Francisco, Atlanta

Mason City Globe-Gazette
IN MASON CITY, IOWA

MEMBER
Northwest Daily Press Ass'n.
Minneapolis
Iowa Daily Press Ass'n.,
Des Moines

IOWA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

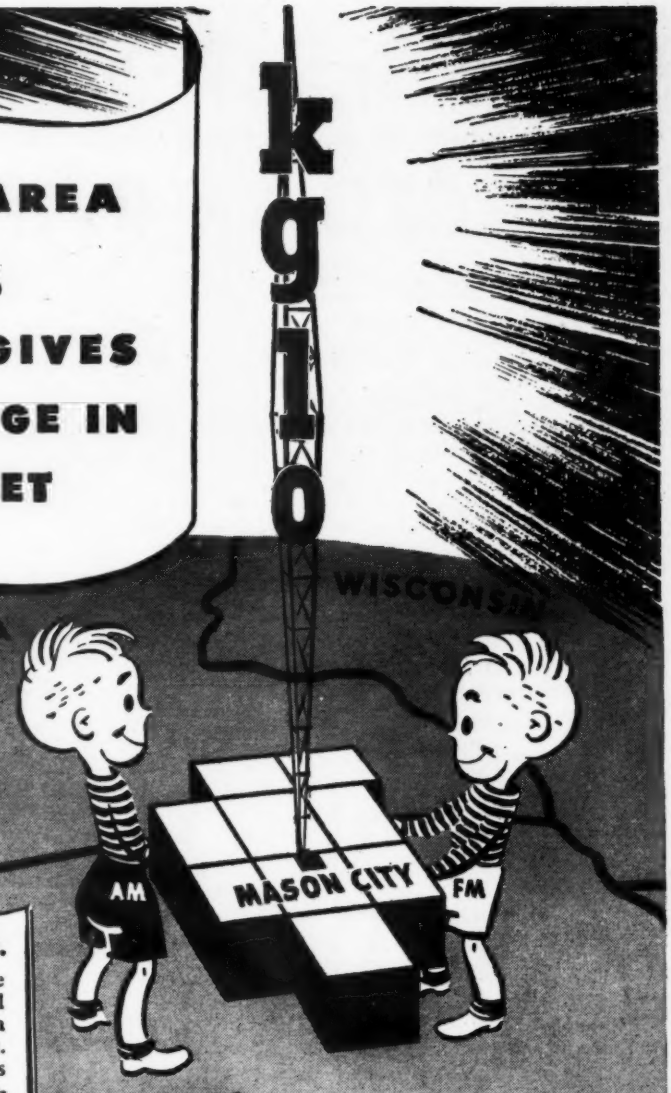
COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Audubon	11.4	.0078	3.1	10,049	.0077	2,130	266	168	278		12,798	.0037	1,123	4,128	B	60.8	.0072	92
Benton	22.7	.0155	6.6	21,158	.0162	4,788	956	380	608		25,013	.0133	1,102	3,790	A	51.5	.0145	94
Black Hawk 132	96.4	.0656	29.2	130,772	.1002	26,309	19,083	3,628	7,738		151,155	.0800	1,568	5,177	A	11.6	.0831	126
▲Waterloo	76.7	.0524	23.3	108,279	.0829	20,629	18,450	3,075	6,969	F	123,024	.0651	1,604	5,280	.....	.....	.0678	129
Cedar Falls	14.8	.0101	4.6	15,823	.0121	3,773	*	446	.....		23,698	.0126	1,601	5,152	.....	.....	.0120	119
Boone	32.9	.0224	9.7	28,313	.0217	5,935	1,912	608	1,015		32,621	.0173	992	3,363	A	36.3	.0195	87
Boone	16.4	.0112	5.1	20,498	.0157	4,297	1,842	426	729	H	19,344	.0102	1,180	3,793	.....	.....	.0121	108
Bremer	18.3	.0125	5.2	19,833	.0152	2,857	1,098	335	576		22,213	.0117	1,214	4,272	B	50.6	.0128	102
Buchanan	21.4	.0146	6.3	16,102	.0123	2,985	584	289	910		18,215	.0097	851	2,891	B	51.4	.0115	79
Buena Vista	22.4	.0153	6.3	23,991	.0184	4,442	1,222	442	1,011		25,012	.0132	1,117	3,970	A	45.2	.0152	99
Storm Lake	7.6	.0052	2.3	13,962	.0107	2,421	1,098	259	749		11,705	.0062	1,540	5,089	.....	.....	.0074	142
Butler	17.1	.0117	5.0	14,350	.0110	2,750	142	305	432		17,414	.0092	1,018	3,483	A	57.3	.0102	87
Calhoun	17.2	.0117	4.9	17,224	.0132	3,222	496	473	527		21,107	.0112	1,227	4,308	A	51.3	.0119	102
Carroll	23.7	.0162	6.4	25,154	.0193	4,206	1,682	380	729		26,237	.0139	1,107	4,100	A	44.5	.0160	99
Carroll	6.7	.0045	1.9	13,432	.0103	1,802	1,257	183	504	H	8,160	.0043	1,218	4,295	.....	.....	.0061	136
Cass	19.6	.0134	5.9	22,789	.0175	4,132	1,418	443	834		25,198	.0133	1,288	4,271	B	45.5	.0148	109
Atlantic	6.4	.0044	2.1	14,676	.0113	2,694	1,257	290	737	H	11,188	.0060	1,748	5,328	.....	.....	.0073	166
Cedar	16.3	.0111	4.9	16,550	.0127	2,912	318	305	290		19,215	.0102	1,179	3,921	A	58.9	.0111	100
Cerro Gordo	46.8	.0320	13.3	64,192	.0492	11,147	8,990	1,806	3,309		71,838	.0380	1,535	5,401	B	20.2	.0402	126
Mason City	30.7	.0210	8.7	53,986	.0414	9,244	8,916	1,580	3,003	G	50,962	.0270	1,660	5,858	.....	.....	.0301	143
Cherokee	22.4	.0153	6.2	18,712	.0143	3,677	1,363	426	649		23,910	.0126	1,067	3,856	A	48.1	.0137	90
Cherokee	8.6	.0058	2.6	13,249	.0101	2,785	*	289	431	H	10,458	.0055	1,216	4,022	.....	.....	.0069	119
Chickasaw	14.8	.0101	4.2	12,759	.0098	2,458	550	213	282		16,105	.0086	1,088	3,835	B	57.9	.0093	92
Clarke	9.8	.0067	3.1	7,196	.0055	1,657	743	138	149		9,431	.0050	962	3,042	C	58.1	.0055	82
Clay	18.1	.0123	5.2	25,295	.0194	3,495	1,807	624	886		24,821	.0131	1,371	4,773	A	46.2	.0148	120
Spencer	9.2	.0063	2.9	19,477	.0149	2,622	*	517	*	H	12,584	.0067	1,368	4,339	.....	.....	.0091	144
Clayton	24.0	.0164	8.9	17,285	.0132	3,239	177	442	624		28,628	.0152	1,193	4,149	A	57.1	.0148	90
Clinton	50.5	.0345	14.9	51,224	.0392	11,743	5,418	1,050	2,848		80,844	.0428	1,601	5,426	A	25.8	.0401	116
Clinton	32.2	.0220	9.7	39,238	.0301	9,411	5,260	929	2,687	H	59,663	.0315	1,853	6,151	.....	.....	.0292	133
Crawford	20.1	.0137	5.4	17,123	.0131	3,476	1,063	350	371		21,705	.0114	1,080	4,019	A	58.6	.0124	91
Dallas	24.6	.0168	7.5	23,930	.0183	5,771	1,807	624	910		32,812	.0174	1,334	4,375	A	39.9	.0176	105
Davis	10.6	.0072	3.2	6,359	.0049	1,384	230	182	214		10,338	.0055	975	3,231	C	63.3	.0057	79
Decatur	13.2	.0090	3.9	9,396	.0072	2,512	585	244	576		13,244	.0070	1,003	3,396	C	54.9	.0075	83
Delaware	17.5	.0120	4.8	14,187	.0109	2,513	389	350	399		18,875	.0100	1,079	3,932	B	56.7	.0107	89
Des Moines	46.6	.0318	14.7	48,031	.0368	11,455	6,225	1,605	2,457		67,698	.0359	1,453	4,605	B	18.3	.0354	111
Burlington	36.8	.0251	11.9	43,612	.0334	10,441	6,225	1,538	2,361	G	55,974	.0296	1,521	4,704	.....	.....	.0298	119
Dickinson	11.3	.0077	3.2	13,106	.0100	2,731	231	349	265		14,799	.0078	1,310	4,625	B	45.1	.0084	109
Dubuque 147	68.1	.0465	18.8	82,326	.0631	15,630	15,927	1,845	4,406		109,935	.0577	1,600	5,794	B	17.2	.0571	123
◆Dubuque	52.9	.0361	15.0	68,824	.0527	13,695	15,326	1,752	4,251	F	89,592	.0474	1,694	5,973	.....	.....	.0467	129

◆ See end of state "New Metropolitan County Areas."
*Withheld to avoid disclosure.

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Before using these figures, see explanation page 19.
▲ See end of state "Metropolitan County Areas."

NEW *Doody* AREA COINCIDENTAL PROVES ONLY kglo GIVES DOMINANT COVERAGE IN THIS RICH MARKET

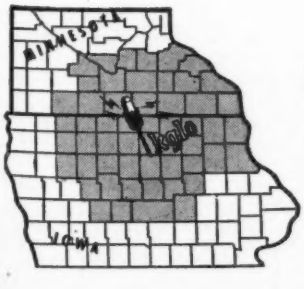


kglo AREA STUDY — EDW. G. DOODY CO.

To determine the depth of listening in the heart of its 29 county BMB area, KGLO commissioned Edw. G. Doody & Co., St. Louis, to conduct a COINCIDENTAL survey. This survey is the first of its kind, covering the core of this prosperous, balanced urban-farm market which has more wealth, per capita, than any other area of equal dimensions in the U. S. Adequate sampling gives an accurate picture of KGLO dominance in the important rural market of Northern Iowa and Southern Minnesota. Get your copy of this Doody COINCIDENTAL survey to verify your radio coverage in this important midwest market. Contact Walter J. Rothschild, Nat'l. Sales Mgr., Lee Stations, Quincy, Illinois, or call your WEED & CO. representative.

HERE ARE SOME QUICK FACTS!

Lee STATIONS

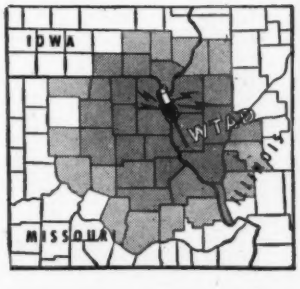


kglo MASON CITY IOWA
1300 K.C., 5,000 Watts
CBS Affiliate

COVERAGE — 29 rich counties in Iowa and Minnesota. Urban communities include Mason City and Charles City, Iowa; Austin and Albert Lea, Minnesota.

Audience produces more corn, hogs, grain-fed cattle, oats, eggs, poultry, and cash farm income than any other area of equal dimensions in United States.

KGLO — FM
101.1 MC ERP 16,000 Watts



WTAD QUINCY ILLINOIS
930 K.C., 1,000 Watts
CBS Affiliate

COVERAGE — 34 Mississippi Valley counties in Illinois, Missouri, and Iowa . . . almost equal division between urban and farm listeners. Cities include Quincy, Illinois; Hannibal, Missouri; and Keokuk, Iowa — core of productive Illinois-Missouri-Iowa agricultural region. Continuing Doody Surveys prove WTAD's consistent dominance.

WTAD — FM
99.5 MC ERP 53,000 Watts

REPRESENTED BY WEED & COMPANY: NEW YORK • CHICAGO • DETROIT • BOSTON • ATLANTA • HOLLYWOOD • SAN FRANCISCO

Test Your Product . . . Improve The Sale of Your Product

in one of America's most diversified industrial and productive agricultural markets

CEDAR RAPIDS, IOWA

CEDAR RAPIDS MARKET FACTS

Population: *78,000

Manufacturing: 1948 volume $200,000,000 for principal manufactured goods . . . cereals, corn products, meat packing, milk processing machinery, radio transmitters and receivers, earth moving and road building equipment, pharmaceuticals, etc.

Retail Sales: *Retail sales $117,594,000. Food sales $20,314,000. General merchandise sales $17,913,000. Drugs $5,017,000. Furniture, household, radio $8,629,000.

Income: *Net effective buying income, $138,114,000. Per capita income, $1,874. Per family income, $6,005.

Cedar Rapids, Iowa, is a test market for Burgoyne Grocery and Drug Index

16-COUNTY AREA MARKET FACTS

Population: *422,800

Retail Sales: *Retail sales $436,297,000. Food sales $79,894,000. General merchandise sales $38,905,000. Drugs $11,930,000. Furniture, household, radio $19,565,000.

Income: *Net Effective Buying Income $543,511,000.
Gazette Circulation: Over 54,000 daily and Sunday in 16 eastern Iowa counties. Carrier delivery service in 125 eastern Iowa towns. 100% coverage Cedar Rapids . . . 99% Linn County.

*Sales Management's 1949 Survey of Buying Power

The Cedar Rapids Gazette

CEDAR RAPIDS, IOWA
Gazette Radio Stations KCRG and KCRK(FM)

IOWA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Emmet	13.0	.0088	3.8	16,228	.0124	3,184	*	*	738		18,305	.0097	1,408	5,085	B	42.5	.0103	117
Fayette	30.1	.0206	8.8	27,313	.0209	4,970	2,053	564	1,244		32,266	.0171	1,072	3,752	A	47.0	.0189	92
Oelwein	8.9	.0061	2.6	13,930	.0107	2,494	.1576	259	572	H	12,777	.0068	1,436	4,914			.0078	128
Floyd	20.8	.0142	6.1	19,871	.0151	3,896	1,275	473	742		22,963	.0122	1,106	3,768	B	38.6	.0135	95
Charles City	11.1	.0076	3.6	13,710	.0105	2,877	1,221	335	584		12,089	.0064	1,089	3,358			.0079	104
Franklin	15.5	.0106	4.5	15,471	.0119	2,731	585	243	431		15,676	.0083	1,011	3,484	A	60.4	.0098	92
Fremont	13.2	.0090	3.9	8,214	.0063	2,202	193	305	221		12,415	.0065	941	3,183	B	58.6	.0069	77
Greene	14.8	.0101	4.4	14,574	.0112	2,695	814	334	355		17,152	.0091	1,159	3,898	A	54.2	.0099	98
Grundy	13.5	.0092	3.9	12,536	.0096	1,875	354	320	298		15,891	.0084	1,177	4,075	A	60.5	.0089	97
Guthrie	16.7	.0114	5.0	11,885	.0091	3,277	461	305	237		15,997	.0085	958	3,199	B	57.1	.0093	82
Hamilton	20.1	.0137	5.5	19,689	.0151	4,024	1,683	427	991		22,798	.0121	1,134	4,145	A	48.2	.0133	97
Webster City	8.1	.0055	2.5	13,566	.0103	2,822	*	306	894	H	12,403	.0066	1,531	4,961			.0075	136
Hancock	15.6	.0107	4.2	13,493	.0103	2,203	177	305	387		15,722	.0083	1,008	3,743	A	60.6	.0094	88
Hardin	23.5	.0160	7.0	27,027	.0207	5,152	1,221	564	777		23,756	.0126	1,011	3,394	A	42.7	.0157	98
Harrison	21.9	.0150	6.3	16,368	.0125	2,967	513	473	407		21,567	.0114	985	3,423	B	53.2	.0125	83
Henry	20.1	.0137	6.2	12,680	.0097	2,658	1,045	305	621		20,280	.0107	1,009	3,271	B	46.7	.0110	80
Howard	13.5	.0092	3.6	10,822	.0083	2,167	548	243	374		13,321	.0071	987	3,700	B	57.0	.0079	86
Humboldt	12.9	.0088	3.6	12,047	.0092	2,166	177	259	343		14,014	.0074	1,086	3,893	B	50.9	.0082	93
Ida	10.1	.0069	2.8	10,293	.0079	1,965	744	*	382		13,705	.0072	1,357	4,895	B	55.6	.0074	107
Iowa	16.9	.0115	4.7	16,449	.0126	2,750	319	335	548		19,676	.0105	1,164	4,188	B	57.5	.0113	98
Jackson	19.6	.0134	5.8	18,121	.0139	3,805	867	473	620		23,213	.0122	1,184	4,002	B	53.9	.0130	97
Jasper	33.9	.0232	9.9	26,150	.0200	5,188	2,586	745	830		40,068	.0213	1,182	4,047	A	39.7	.0213	92
Newton	16.3	.0111	4.8	16,894	.0130	3,477	*	517	516	H	21,676	.0114	1,330	4,516			.0118	106
Jefferson	15.6	.0106	4.8	14,045	.0108	2,985	1,187	380	705		18,107	.0095	1,161	3,772	B	41.4	.0101	95
Johnson	36.8	.0251	11.1	46,604	.0357	8,921	5,807	1,305	1,773		51,122	.0270	1,389	4,608	A	30.8	.0292	116
Iowa City	20.4	.0140	6.8	42,036	.0322	7,663	*	1,175	1,652	H	31,744	.0168	1,556	4,668			.0209	149
Jones	20.4	.0139	6.0	16,613	.0127	2,750	550	289	407		18,613	.0099	912	3,102	A	53.3	.0115	83
Keokuk	17.5	.0120	5.7	15,532	.0119	3,039	407	381	540		28,767	.0152	1,644	5,047	B	56.9	.0136	113
Kossuth	26.7	.0182	6.8	24,970	.0191	4,224	743	563	689		31,698	.0168	1,187	4,661	A	56.8	.0178	98
Lee	47.8	.0325	15.0	39,178	.0300	8,965	4,232	1,202	2,057		64,736	.0343	1,360	4,316	B	19.4	.0327	101
Keokuk	19.9	.0136	6.5	14,535	.0111	3,329	1,544	455	*	H	26,208	.0139	1,317	4,032			.0130	96
Fort Madison	16.9	.0115	5.3	20,921	.0161	4,904	2,688	698	764	H	25,305	.0134	1,497	4,775			.0138	120
Linn 19	101.2	.0691	31.7	137,536	.1053	24,461	21,606	5,387	9,047		173,254	.0917	1,712	5,465	A	14.4	.0913	132
▲†Cedar Rapids	73.7	.0503	23.0	117,594	.0900	20,314	17,913	5,017	8,629	E	138,114	.0731	1,874	6,005			.0736	146

† Reliable later estimates place Cedar Rapids population at 78,000.

*Withheld to avoid disclosure.
▲ See end of state "Metropolitan County Areas."

Before using these figures, see explanation page 19.
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DON BELL
MUSIC & FUN DISC EMCEE
6:00-8:00 A.M & 12:45-1:30 P.M.



BILL RILEY
QUIZ-WHIZ
AUD PART EMCEE



AL ROCKWELL
LATE-EVENING PRINCE
OF PLATTERS



RIES TUTTLE
OUTDOORS EXPERT
FOR KRNT & TRIBUNE



GORDON GAMMACK
6:00 P.M. NEWS-MASTER
(TRIBUNE COLUMNIST)

Star-bright that's

KRNT!

The Station With
The Fabulous
PERSONALITIES
and Astronomical
HOOPERS!

Consistently Among the Nation's TOP 20 Rated Stations

ASK A KATZ MAN ABOUT
DES MOINES
and KRNT – The
Register and Tribune Station

"A Leader In The Nation . . .
The Leader In Des Moines!"



GENE EMERALD
AN AFTERNOON FAVORITE
Music (Live and Wax) and Visitin'
3:15-4:45 P.M.



AL "Ironman" COUPPEE
RADIO'S MISTER SPORTS
TWICE DAILY



BETTY WELLS
"First Lady In Iowa Radio"
11:30 A.M. COMMENTATOR



CHARLES McCUEN
NEWS ACE
7:15 & 8:00 A.M. - 12:15 P.M.



RUSS VAN DYKE
NIGHT NEWS KING
10:00 & 11:00 P.M.

Terrific Salesmen in a Market Rich, Ripe, and Ready. Look! . . . Iowa Ranks 1st in *Net Farm Dollars*, 7th in *Per Family Income* . . . Polk County *(Des Moines)* ranks 2nd in Net Effective *Buying Income Per Family* Among the Nation's 200 Counties Leading in Population, 3rd in *Quality of Market Index* Among Metropolitan Counties. (These figures shown in 1948 issue of Sales Management Survey of Buying Power)

THE MOST AMAZING FACT ABOUT AMERICA'S MOST AMAZING NEWSPAPERS

25,112,290 LINES

OF ADVERTISING IN 1948 IN THE DAVENPORT NEWSPAPERS!



America's largest advertisers can't be wrong. That's proof enough that the Davenport newspapers should be included on every schedule.

THE DAVENPORT NEWSPAPERS : THE DAILY TIMES : THE DEMOCRAT & LEADER : DAVENPORT, IOWA

REPRESENTED BY: JANN & KELLEY, INC.

IOWA — (Continued)

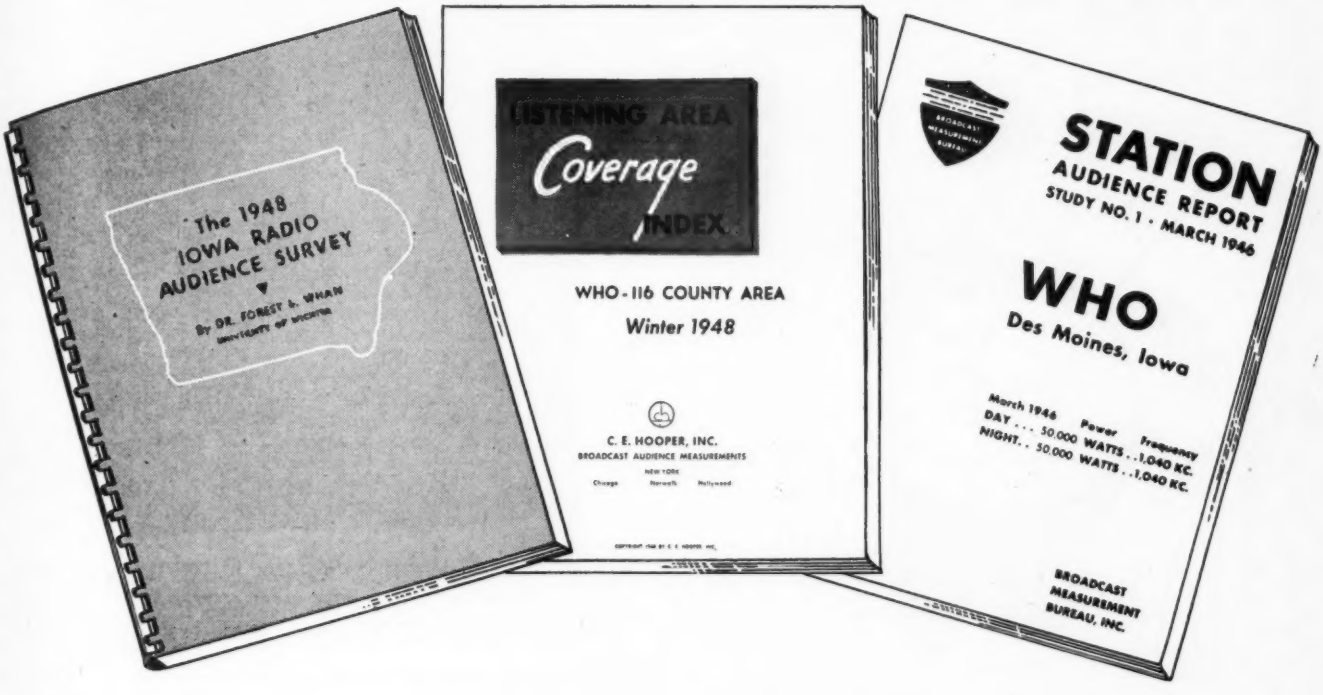
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES & ADVERTISING CONTROLS ‖	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Louisa	11.4	.0078	3.4	9,824	.0075	2,021	231	183	249		12,229	.0065	1,073	3,597	B	54.9	.0071	91
Lucas	12.7	.0088	3.9	11,639	.0089	2,967	1,417	289	222		15,322	.0081	1,206	3,929	C	50.4	.0084	98
Lyon	14.8	.0101	3.7	10,681	.0082	1,931	674	244	254		17,222	.0091	1,164	4,655	A	60.9	.0090	89
Madison	13.7	.0094	4.2	11,436	.0088	2,731	620	305	213		14,399	.0076	1,051	3,428	B	57.9	.0083	88
Mahaska	25.8	.0176	8.1	25,071	.0192	4,296	3,542	701	1,390		29,430	.0156	1,141	3,633	B	42.4	.0171	97
Oskaloosa	12.6	.0086	4.5	21,086	.0161	3,350	*	624	1,317	H	15,509	.0083	1,231	3,446	.....	.....	.0107	124
Marion	26.0	.0178	7.9	22,829	.0175	5,426	1,063	380	838		29,491	.0156	1,134	3,733	B	39.8	.0166	93
Marshall	39.6	.0270	11.5	45,571	.0349	9,374	6,724	616	2,184		54,806	.0290	1,384	4,766	A	28.4	.0304	113
Marshalltown	25.2	.0172	7.8	39,692	.0304	7,856	*	518	1,980	G	37,154	.0197	1,474	4,763	.....	.....	.0224	130
Mills	14.5	.0099	4.2	10,395	.0080	2,329	265	259	*		11,878	.0063	819	2,828	B	51.7	.0075	76
Mitchell	13.7	.0093	3.8	12,536	.0096	2,548	620	212	632		16,138	.0085	1,178	4,247	B	55.4	.0090	97
Monona	16.3	.0112	4.6	13,902	.0106	2,658	319	259	129		16,938	.0090	1,039	3,682	B	53.8	.0099	88
Monroe	12.9	.0088	3.7	9,069	.0069	2,513	744	182	375		11,645	.0062	903	3,147	C	48.4	.0069	78
Montgomery	15.4	.0105	4.7	16,694	.0128	3,095	991	330	656		20,675	.0109	1,343	4,399	B	42.8	.0114	109
Muscatine	35.7	.0244	11.2	35,359	.0271	8,448	*	716	1,799		46,339	.0245	1,298	4,137	B	25.6	.0253	104
Muscatine	25.8	.0176	8.4	28,075	.0215	6,535	3,542	497	1,666	H	34,314	.0181	1,330	4,085	.....	.....	.0190	108
O'Brien	17.9	.0122	4.8	21,605	.0165	3,805	1,630	350	717		25,388	.0135	1,417	5,285	A	46.7	.0141	116
Osceola	10.6	.0072	2.7	9,886	.0076	1,929	620	168	210		12,307	.0065	1,161	4,558	B	58.1	.0070	97
Page	25.9	.0177	7.9	34,937	.0268	5,079	3,259	837	717		28,720	.0152	1,109	3,635	B	41.3	.0192	108
Shenandoah	8.8	.0060	2.7	19,635	.0151	2,750	2,391	564	435	H	11,834	.0062	1,345	4,383	.....	.....	.0088	147
Palo Alto	15.9	.0108	4.2	15,084	.0116	2,858	726	305	419		17,446	.0092	1,097	4,154	A	55.1	.0102	94
Plymouth	22.6	.0155	6.0	19,608	.0150	3,567	1,221	426	636		23,106	.0122	1,022	3,851	A	57.1	.0137	88
Pocahontas	15.8	.0108	4.2	13,901	.0106	2,459	284	427	274		18,275	.0097	1,171	4,351	A	56.2	.0102	96
Polk 36	218.9	.1495	68.4	309,096	.2368	58,476	64,793	10,327	23,689		389,404	.2063	1,779	5,693	B	5.3	.2041	137
▲Des Moines	185.4	.1267	57.9	294,176	.2254	53,257	54,758	9,972	23,630	D	349,484	.1851	1,885	6,036	.....	.....	.1855	146
Pottawattamie 65	68.9	.0471	20.3	63,214	.0484	15,521	5,870	2,229	2,173		94,671	.0501	1,374	4,664	A	25.9	.0490	104
▲Council Bluffs	46.4	.0316	14.1	51,140	.0391	12,358	5,652	1,865	1,966	G	66,867	.0354	1,441	4,742	.....	.....	.0358	113
Poweshiek	19.0	.0129	5.6	18,162	.0139	4,223	1,045	442	536		26,353	.0140	1,387	4,706	B	49.0	.0138	107
Ringgold	10.1	.0069	3.2	6,012	.0046	1,292	231	168	129		9,045	.0048	896	2,827	B	63.7	.0052	75
Sac	17.8	.0120	4.8	16,755	.0128	2,695	407	350	689		21,445	.0113	1,225	4,468	A	51.9	.0119	99
Scott 32	97.5	.0665	30.5	125,689	.0963	25,524	20,468	3,054	9,057		186,063	.0985	1,908	6,100	B	10.6	.0914	137
▲Davenport	80.6	.0551	25.1	116,766	.0895	22,698	20,460	2,932	*	E	159,871	.0847	1,984	6,369	.....	.....	.0802	146
Shelby	16.1	.0110	4.3	14,512	.0111	2,385	390	334	290		20,059	.0106	1,248	4,665	A	60.2	.0108	96
Sioux	27.3	.0187	7.0	20,261	.0155	3,404	991	472	499		24,429	.0130	895	3,490	A	57.7	.0149	80

▲ See end of state "Metropolitan County Areas." *Withheld to avoid disclosure. Before using these figures, see explanation page 19.

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BY EVERY MEASUREMENT, WHO IS IOWA'S OUTSTANDING LEADER



TO GET a true picture of radio in Iowa, you need only to read one, two, or "all three" of the three greatest audience-study projects ever carried on in this State. . .

The Winter 1948 Listening Area Coverage Index by C. E. Hooper gives station-preferences for 116 counties in Iowa, Minnesota and Missouri — credits WHO with *3 times* as many first-preference votes (Morning, Afternoon and Evening) as the *next* Iowa station.

The 1948 Iowa Radio Audience Survey gives the same overwhelming evidence of WHO's leadership throughout Iowa. In the 98 (of 99) Iowa counties surveyed, WHO is "heard regularly" by 76.7% of daytime listeners, as against 30.1% for the next station.

The 1946 BMB Station Audience Report credits WHO with a daytime audience in 229 counties, representing 764,400 families. WHO has a *50% or better* penetration in 114 of these counties.

By any standard, WHO is Iowa's first station, and one of the top stations in America. Write us or ask Free & Peters for *all* the evidence.

WHO

+ *for* Iowa PLUS +

Des Moines . . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

it's Stupendous!

Pardon the superlative - - but it's the only word that really fits the four-state, fifty-five county,

BILLION DOLLAR SIOUXLAND MARKET

According to estimates published in this issue of Sales Management there are only 37 counties in the United States whose farm income for 1948 reached or exceeded 25 million dollars. Out of the 37 productive counties which can claim this distinction, 16 of them are concentrated in Siouxland, the A. B. C. trading and market territory of Sioux City, Iowa. This concentration of wealth undoubtedly makes Siouxland the RICHEST farm region of its area in the world.



The Sioux City Journal

REPRESENTED BY JANN & KELLEY, INC.

SIOUX CITY JOURNAL-TRIBUNE

REPRESENTED BY JANN & KELLEY, INC.

NEW YORK - CHICAGO - DETROIT - ATLANTA - SAN FRANCISCO

REACH A TOP MARKET WITH THE MONEY TO *BUY* . . . WITH . . .

MORNING EVENING SUNDAY

IOWA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Story	38.9	.0265	11.4	43,804	.0338	9,412	3,719	960	1,744		46,804	.0247	1,203	4,108	A	29.5	.0277	105
Ames	15.6	.0106	4.9	26,545	.0203	5,570	2,869	623	1,204	H	21,482	.0114	1,377	4,384	.....	.....	.0139	131
Tama	21.7	.0148	6.3	18,874	.0145	3,604	514	396	778		22,705	.0121	1,046	3,604	A	54.6	.0134	91
Taylor	13.5	.0092	4.3	8,132	.0062	1,930	284	289	56		12,969	.0068	961	3,018	B	57.7	.0071	77
Union	15.4	.0106	4.8	16,165	.0124	3,039	1,452	487	*		20,137	.0107	1,308	4,195	B	37.7	.0112	106
Van Buren	12.2	.0083	4.0	6,665	.0051	1,639	176	90	101		16,586	.0088	1,360	4,147	C	58.5	.0076	92
Wapello	49.4	.0337	15.5	45,196	.0348	10,739	4,969	1,535	2,968		66,552	.0352	1,347	4,294	B	15.6	.0347	103
Ottumwa	41.7	.0285	13.0	42,123	.0322	9,700	*	1,458	*	G	57,834	.0306	1,387	4,449	.....	.....	.0307	108
Warren	17.1	.0117	5.2	12,048	.0092	2,822	461	228	270		24,164	.0127	1,413	4,647	B	55.0	.0115	98
Washington	19.3	.0131	5.8	21,076	.0161	3,223	2,037	487	685		23,244	.0124	1,204	4,008	A	47.3	.0137	105
Wayne	12.7	.0087	4.1	8,011	.0061	2,021	407	228	548		12,906	.0068	1,016	3,148	C	54.4	.0070	80

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*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

Big Aggie Sez:

When buying IOWA buy the WNAX *major market* — intensive coverage in IOWA, NORTH DAKOTA, MINNESOTA, SOUTH DAKOTA, NEBRASKA — 308 of America's richest counties!



Ask A Katz Man

WNAX

SIOUX CITY — YANKTON

Affiliated with American Broadcasting Co.

5,000 watts

570 K.C.

IOWA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Webster	43.4	.0296	13.2	58,798	.0450	10,061	*	1,214	2,347		66,105	.0350	1,523	5,008	A	28.5	.0389	125
Fort Dodge	27.8	.0190	8.5	49,450	.0379	8,015	8,572	1,065	2,252	G	46,701	.0247	1,680	5,494			.0275	145
Winnebago	13.5	.0093	3.5	15,165	.0116	2,512	621	305	483		15,214	.0080	1,127	4,347	B	52.9	.0093	100
Winneshiek	21.4	.0146	5.8	18,221	.0140	3,277	1,363	335	685		21,382	.0114	999	3,687	B	57.9	.0128	88
Woodbury 113	105.1	.0717	30.8	141,956	.1087	27,762	26,045	4,382	5,124		195,638	.1036	1,861	6,352	A	13.6	.0988	138
▲Sioux City	92.4	.0630	27.9	129,890	.0995	26,705	25,904	4,015	4,961	D	176,131	.0932	1,906	6,313			.0891	141
Worth	11.4	.0078	3.0	8,254	.0063	7,711	*	183	185		11,362	.0060	996	3,784	B	58.7	.0065	83
Wright	19.1	.0130	5.5	18,773	.0144	3,987	514	517	520		25,844	.0136	1,353	4,699	A	47.7	.0137	105
Total Above Cities	1,046.1	.7141	323.0	1,510,687	1.1571	293,673	208,721	44,642	76,136		1,747,034	.9249	1,670	5,399			.9524	133
State Total	2,643.2	1.8043	780.1	2,774,819	2.1254	548,228	292,030	72,594	126,934		3,544,827	1.8768	1,341	4,544		35.8	1.9368	107

IOWA — Metropolitan County Areas

Cedar Rapids 19	101.2	.0691	31.7	137,536	.1053	24,461	21,606	5,387	9,047		173,254	.0917	1,712	5,465			.0913	132
Council Bluffs, Iowa -Omaha, Neb. 85	358.9	.2452	108.2	430,165	.3295	99,573	56,603	13,975	26,785		633,781	.3355	1,766	5,857			.3157	129
Davenport, Iowa— Rock Island-Moline, Ill. 32	231.9	.1582	71.9	252,403	.1934	55,613	39,577	6,208	15,575		409,301	.2167	1,765	5,693			.1980	125
Des Moines 36	218.9	.1495	68.4	309,096	.2368	58,476	54,793	10,327	23,689		389,404	.2063	1,779	5,693			.2041	137
Sioux City 113	105.1	.0717	30.8	141,956	.1087	27,762	26,045	4,382	5,124		195,638	.1036	1,861	6,352			.0988	138
Waterloo 132	96.4	.0658	29.2	130,772	.1002	26,309	19,083	3,628	7,736		151,155	.0800	1,568	5,177			.0831	128

IOWA — New Metropolitan County Area

Dubuque 147	68.1	.0465	18.8	82,326	.0631	15,630	15,927	1,845	4,406		108,935	.0577	1,600	5,794			.0571	123

▲ See end of state "Metropolitan County Areas."

*Withheld to avoid disclosure.

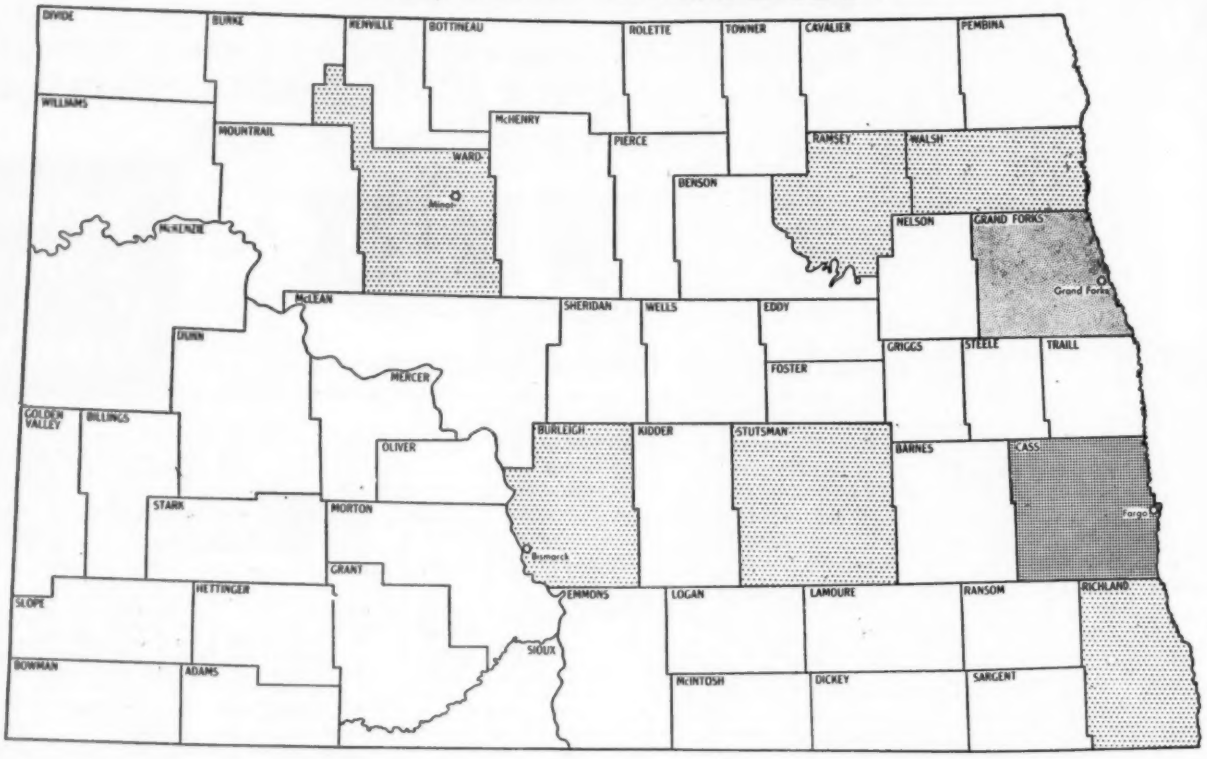
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Before using these figures, see explanation page 19.

IT MAY SOUND REPETITIOUS, BUT . . .

Have you read the explanation prefacing the Survey of Buying Power? It appears on page 19 and following pages, and really will save you lots of time. It identifies sources of all figures and contains all comment necessary to a complete understanding of the use of all County and City figures.

NORTH DAKOTA



NORTH DAKOTA

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City	County	City	County	City	County
Bismarck	Burleigh	Fargo	Cass	Jamestown	Stutsman
Devils Lake	Ramsey	Grand Forks	Grand Forks	Minot	Ward

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Adams	4.1	.0027	1.1	3,789	.0029	750	264	87	*		5,459	.0029	1,331	4,963	C	62.0	.0029	107
Barnes	14.8	.0099	3.9	17,997	.0138	3,489	2,209	377	632		23,503	.0124	1,621	6,026	B	52.2	.0123	124
Benson	9.8	.0067	2.4	6,515	.0050	1,800	*	189	*		9,402	.0050	959	3,918	B	65.6	.0053	79
Billings	1.6	.0011	.4	393	.0003	224			*		1,385	.0007	853	3,413	F	79.6	.0007	64
Bottineau	11.2	.0077	3.1	9,610	.0073	1,781	189	276	86		13,116	.0070	1,171	4,231	B	66.4	.0072	94
Bowman	3.4	.0023	1.0	4,112	.0032	845	264	131	*		5,004	.0026	1,472	5,004	D	61.5	.0027	117
Burke	6.7	.0046	1.8	4,437	.0034	1,200	189	131	*		8,217	.0043	1,226	4,565	C	60.0	.0041	89

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*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

Looking For Something? The Table of Contents is on Pages 1, 3 and 5.

North Dakota folks did mighty well in 1948
"Average Farm income $9,147."

Successful Red River Valley Dealers have been recommending The Fargo Forum and North Dakota-Minnesota families have been reading The Fargo Forum (now over 48,000 paid circulation) since 1878.

THE FARGO FORUM

Published Morning, Evening and Sunday

Fargo, North Dakota

Affiliated with Radio Station WDAY — Representatives, Kelly-Smith Co.

NORTH DAKOTA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES SM	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES					SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (In thousands of dollars)								FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Burleigh	24.8	.0169	7.1	36,996	.0263	5,737	5,098	1,074	2,246	.....	37,607	.0199	1,516	5,297	C	22.9	.0218	129
●Bismarck	19.9	.0135	5.8	35,442	.0271	5,270	5,097	1,074	2,246	H	33,890	.0180	1,703	5,843	.....	.....	.0198	147
Cass	51.6	.0353	14.5	83,431	.0639	15,250	14,518	2,085	3,230	.....	111,862	.0592	2,168	7,715	A	23.7	.0558	158
Fargo	38.5	.0264	11.6	70,917	.0544	12,241	*	1,762	*	E	90,132	.0477	2,341	7,770	.....	.....	.0455	172
Cavalier	11.8	.0081	2.9	9,312	.0072	1,743	756	276	273	.....	12,282	.0065	1,041	4,235	B	68.5	.0070	86
Dickey	8.2	.0056	2.0	7,809	.0059	2,100	735	189	*	.....	10,691	.0057	1,304	5,346	C	57.8	.0057	102
Divide	5.7	.0039	1.7	4,690	.0036	1,125	529	131	*	.....	6,748	.0036	1,184	3,969	B	67.6	.0037	95
Dunn	6.6	.0045	1.5	2,956	.0023	881	*	58	*	.....	6,852	.0036	1,038	4,568	C	78.0	.0034	76
Eddy	4.8	.0032	1.3	5,754	.0044	1,013	*	131	*	.....	7,658	.0041	1,595	5,891	D	58.2	.0040	125
Emmons	8.9	.0061	1.9	5,198	.0040	1,406	*	58	*	.....	10,766	.0057	1,210	5,666	B	74.2	.0053	87
Foster	4.6	.0032	1.1	5,868	.0045	1,350	*	*	*	.....	7,733	.0041	1,681	7,030	D	56.6	.0040	125
Golden Valley	3.2	.0021	.8	3,326	.0025	1,013	*	58	*	.....	4,852	.0026	1,516	6,065	D	57.9	.0025	119
Grand Forks	32.9	.0225	9.0	55,726	.0426	8,550	6,098	1,190	1,591	.....	69,827	.0370	2,122	7,759	A	31.5	.0358	159
Grand Forks	26.5	.0181	7.7	48,706	.0373	6,865	*	1,096	.....	G	62,142	.0329	2,345	8,070	.....	.....	.0313	173
Grant	6.9	.0047	1.7	2,957	.0023	751	.....	*	*	.....	7,156	.0038	1,037	4,209	C	76.7	.0035	74

● See end of state "Multiple Cities." *Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

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"LOOKIT OUR HOOPERS!"



The latest Fargo-Moorhead Hoopers (Dec. '48 - Jan. '49) give WDAY an amazing *67.5%* Share of Audience (Total Rated Periods) against *13.1%* for Station "B". Thus WDAY has *five* times as many Fargo-Moorhead listeners as the next-best station — *twice* as many as all other stations *combined!* And this represents a 3.7% increase over our Conlan-credited 63.8% of last May . . . an increase despite the opening of 3 new studios here last year!

WDAY's coverage of the rich *rural* parts of the Red River Valley is just as impressive. BMB figures and mail-pull statistics prove it. *Want* the proof? Write us, or ask Free & Peters!

WDAY FARGO, N. D.

NBC . . . 970 KILOCYCLES . . . 5000 WATTS

FREE & PETERS, INC., Exclusive National Representatives

NORTH DAKOTA—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Griggs	4.7	.0032	1.1	4,251	.0032	750	*	101	36		6,293	.0033	1,339	5,721	D	67.5	.0033	103
Hettinger	6.7	.0048	1.7	5,475	.0042	1,350	303	*	*		7,658	.0040	1,143	4,505	B	63.6	.0042	91
Kidder	5.3	.0036	1.2	3,466	.0027	505	*	*	*		4,701	.0025	887	3,918	D	72.4	.0028	78
La Moure	8.8	.0060	2.2	6,123	.0047	1,276	*	131	*		8,415	.0045	956	3,825	B	66.0	.0049	82
Logan	6.0	.0041	1.4	3,188	.0024	301	*	*	*		4,397	.0023	733	3,141	C	75.4	.0027	68
McHenry	12.3	.0084	3.2	8,157	.0063	2,231	396	217	*		10,918	.0058	888	3,412	B	65.2	.0065	77
McIntosh	7.5	.0051	1.8	4,460	.0034	263	.....	87	*		7,611	.0040	1,015	4,229	C	70.6	.0040	78
McKenzie	6.4	.0044	1.7	3,927	.0030	1,237	114	189	*		5,307	.0028	829	3,122	C	77.3	.0032	73
McLean	14.1	.0096	3.7	8,547	.0065	1,968	*	217	*		12,131	.0064	860	3,279	B	66.5	.0071	74
Mercer	7.8	.0053	1.7	5,199	.0040	432	*	116	*		7,127	.0038	914	4,192	C	64.8	.0042	79
Morton	18.1	.0124	4.5	16,889	.0130	3,450	1,294	637	889		22,442	.0119	1,240	4,987	B	49.6	.0123	99
Mountrail	9.3	.0064	2.6	7,161	.0054	1,313	114	217	*		9,780	.0051	1,052	3,762	B	68.1	.0055	86
Nelson	7.7	.0052	1.9	6,471	.0050	919	*	247	*		8,947	.0048	1,162	4,709	B	66.9	.0049	94
Oliver	3.1	.0021	.6	854	.0007	187	.....	*	*		2,047	.0011	660	3,412	E	80.9	.0012	57
Pembina	13.1	.0090	3.2	12,383	.0094	2,401	585	348	387		17,060	.0090	1,302	5,331	A	60.8	.0091	101
Pierce	7.8	.0053	1.8	7,092	.0055	1,051	490	*	*		9,780	.0052	1,254	5,433	B	66.3	.0053	100
Ramsey	15.8	.0108	4.1	21,533	.0165	3,750	3,097	407	474		22,366	.0118	1,416	5,455	B	45.5	.0129	119
Devils Lake	8.5	.0058	2.4	17,635	.0135	2,942	3,097	349	*	H	12,510	.0066	1,472	5,213	.....	.....	.0085	147
Ransom	8.2	.0056	2.1	8,756	.0067	1,931	491	189	129		12,587	.0067	1,535	5,994	B	57.6	.0065	118
Renville	5.9	.0040	1.6	3,858	.0029	1,087	*	*	*		7,307	.0039	1,238	4,567	C	70.2	.0038	90
Richland	16.7	.0114	4.2	20,746	.0159	3,319	2,096	377	517		25,020	.0132	1,498	5,957	B	57.7	.0137	120
Rolette	9.0	.0061	2.1	7,463	.0057	1,445	303	189	*		9,629	.0051	1,070	4,585	B	58.0	.0055	90
Sargent	7.4	.0051	1.8	4,551	.0035	845	.....	87	*		8,217	.0033	840	3,454	C	69.1	.0037	73
Sheridan	4.9	.0033	1.3	2,865	.0022	394	*	*	*		3,639	.0019	743	2,799	E	76.6	.0023	70
Sioux	3.4	.0024	.7	1,965	.0015	432	*	.....	*		2,350	.0013	691	3,357	E	56.5	.0016	67
Slope	2.4	.0016	.6	531	.0004	263	.....	.....	*		1,896	.0010	790	3,160	F	76.0	.0009	56
Stark	13.5	.0092	3.3	14,186	.0109	2,756	2,209	377	803		19,182	.0101	1,421	5,813	B	47.2	.0102	111
Steele	4.2	.0029	1.0	3,188	.0024	731	*	59	*		4,474	.0024	1,065	4,474	D	72.1	.0025	86
Stutsman	21.0	.0143	5.5	24,377	.0187	3,787	1,189	436	1,629		32,223	.0171	1,534	5,859	B	45.2	.0170	119
Jamestown	11.4	.0078	3.2	22,207	.0170	3,282	1,189	378	*	H	17,439	.0092	1,530	5,450	.....	.....	.0113	145
Towner	6.1	.0042	1.6	6,192	.0048	1,124	395	160	330		8,643	.0045	1,417	5,402	B	64.9	.0045	107
Traill	11.5	.0078	2.9	11,989	.0091	1,819	*	217	309		16,073	.0085	1,398	5,542	B	60.6	.0085	109
Walsh	18.2	.0125	4.3	19,392	.0149	2,851	1,946	464	545		24,338	.0129	1,337	5,660	A	60.0	.0134	107
Ward	31.8	.0217	8.7	44,861	.0344	8,411	7,370	1,568	860		64,819	.0343	2,038	7,450	A	31.7	.0318	147
Minot	22.0	.0150	6.3	37,459	.0287	6,293	*	1,422	767	G	48,014	.0254	2,182	7,621	.....	.....	.0243	162
Wells	9.7	.0066	2.5	8,987	.0069	1,631	395	217	*		10,917	.0058	1,125	4,367	B	63.5	.0063	95
Williams	14.4	.0098	4.1	18,528	.0142	3,150	2,795	784	*		23,807	.0126	1,653	5,807	B	48.5	.0125	128
Total Above Cities	126.8	.0866	37.0	232,366	.1780	38,893	9,383	6,081	3,013		264,127	.1398	2,083	7,139	.....	.....	.1407	162
State Total	584.1	.3851	145.9	598,487	.4584	110,368	59,439	14,720	16,548		800,201	.4236	1,419	5,485	.....	53.4	.4263	111

NORTH DAKOTA—Multiple Cities

Bismarck-Mandon	27.4	.0187	7.9	48,232	.0354	7,407	6,164	1,412	2,814		43,623	.0231	1,592	5,522	.....	.....	.0259	139

SOUTH DAKOTA—Counties and Cities

City	County	City	County	City	County
Aberdeen	Brown	Rapid City	Pennington	Yankton	Yankton
Huron	Beadle	Sioux Falls	Minnehaha		
Mitchell	Davison	Watertown	Codington		

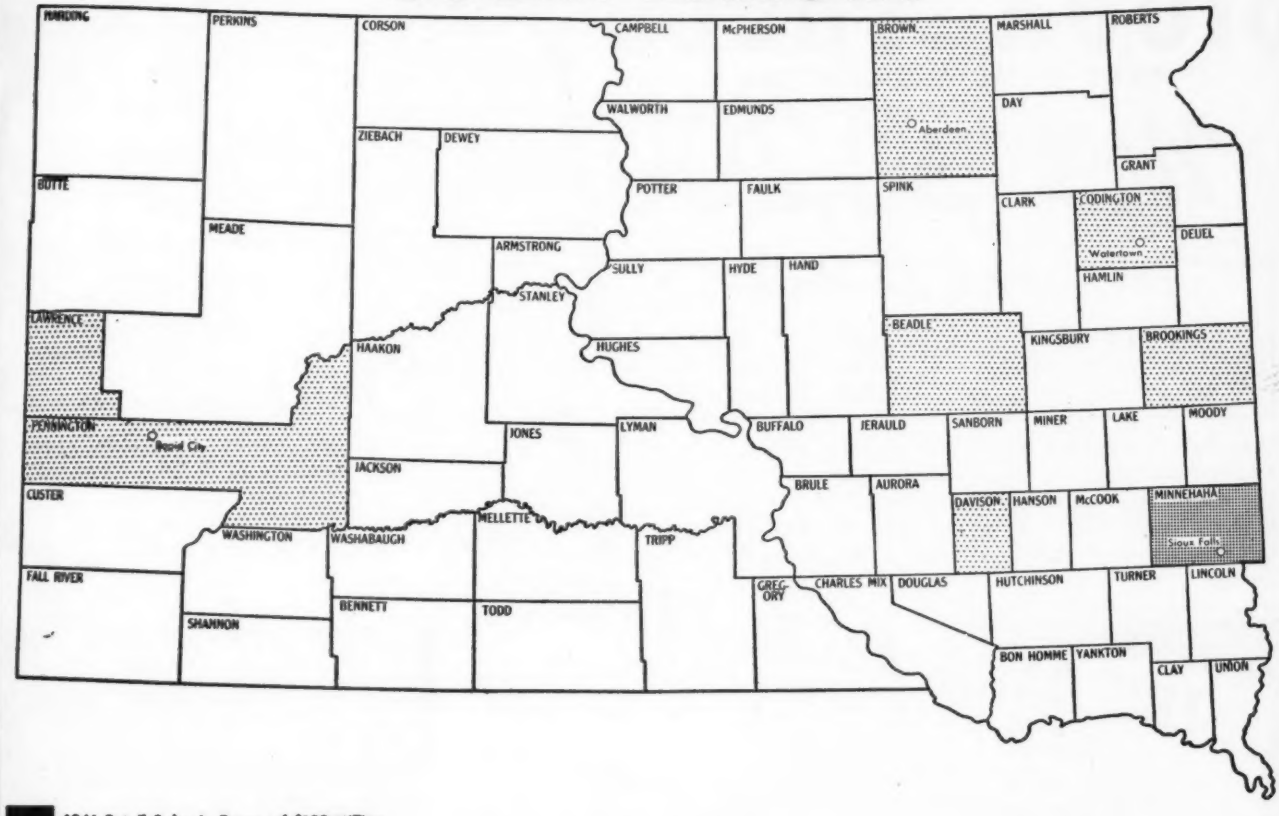
ØArmstrong	.....	.....	**	.....	.....	.....	.....	.....	*	.....	.....	.....	.....	.....	G	.....	.....	.....
Aurora	4.5	.0030	1.3	3,143	.0024	557	.....	119	61		4,262	.0022	947	3,278	D	66.1	.0024	80
Beadle	19.5	.0133	5.6	26,672	.0204	5,422	3,192	516	798		30,793	.0163	1,579	5,499	B	32.7	.0169	127
Huron	13.6	.0092	3.9	23,472	.0180	4,648	*	*	798	H	19,859	.0106	1,460	5,092	.....	.....	.0125	136
Bennett	3.4	.0024	.8	1,847	.0015	457	*	.....	*		2,435	.0013	716	3,044	E	60.9	.0016	67
Bon Homme	9.2	.0062	2.7	6,990	.0053	1,192	196	223	66		12,259	.0065	1,333	4,540	C	60.6	.0061	96
Brookings	15.5	.0106	4.0	20,217	.0155	3,376	2,233	343	328		21,014	.0111	1,356	5,254	B	51.5	.0123	116

Ø Armstrong and Stanley Counties combined.
** Less than 5 families.

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Before using these figures, see explanation page 19.
*Withheld to avoid disclosure.

SOUTH DAKOTA



1946 Retail Sales in Excess of $100 Million

1946 Retail Sales $50.0 Million to $99.9 Million

1946 Retail Sales $25.0 Million to $49.9 Million

1946 Retail Sales $10.0 Million to $24.9 Million

Cities shown are those having retail sales of $15.0 million or more in 1946

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SOUTH DAKOTA — (Continued)

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COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Brown	29.7	.0203	8.3	44,704	.0343	7,693	6,154	960	1,169		55,074	.0292	1,854	6,635	A	31.9	.0291	143
Aberdeen	21.6	.0148	6.4	38,937	.0298	6,376	6,154	833	*	G	41,814	.0221	1,936	6,533	.....	.....	.0230	155
Brule	5.7	.0039	1.6	6,507	.0050	1,192	433	257	193		8,173	.0043	1,434	5,108	D	55.5	.0044	113
Buffalo	2.0	.0013	.6	396	.0003	219	.....	.....	*		1,994	.0011	997	3,323	F	62.1	.0009	69
Butte	7.3	.0050	2.2	12,817	.0098	2,324	822	310	*		12,043	.0063	1,650	5,474	C	50.6	.0071	142
Campbell	4.5	.0031	1.1	1,847	.0014	557	.....	.....	*		4,786	.0026	1,064	4,351	C	75.4	.0023	74
Charles Mix	12.5	.0085	3.1	6,638	.0051	875	78	223	84		9,129	.0048	730	2,945	B	64.5	.0056	66
Clark	8.3	.0057	2.2	5,803	.0044	1,132	274	206	*		8,261	.0044	995	3,755	B	67.0	.0047	82
Clay	9.7	.0066	2.9	8,663	.0067	1,709	430	309	240		12,085	.0064	1,246	4,167	B	54.3	.0065	98
Codington	17.7	.0121	4.7	30,818	.0236	4,251	4,269	430	967		31,682	.0168	1,790	6,741	B	31.6	.0179	148
Watertown	13.7	.0093	3.8	28,506	.0218	3,814	4,269	*	*	H	22,119	.0117	1,615	5,821	.....	.....	.0143	154
Corson	6.9	.0047	1.7	3,144	.0024	855	.....	*	*		4,778	.0025	692	2,811	C	64.5	.0029	62
Custer	4.3	.0029	1.4	6,002	.0046	1,490	332	*	*		7,564	.0040	1,759	5,403	E	33.3	.0040	138
Davison	16.5	.0113	4.8	28,185	.0216	3,973	3,075	772	1,188		25,863	.0137	1,567	5,388	C	23.8	.0157	139
Mitchell	9.9	.0068	3.1	26,100	.0200	3,376	3,075	*	1,188	H	20,691	.0110	2,090	6,675	.....	.....	.0129	190
Day	13.2	.0090	3.4	11,783	.0090	2,045	372	344	460		14,519	.0077	1,100	4,270	B	60.9	.0084	93
Deuel	7.9	.0054	1.8	4,617	.0035	754	*	85	*		6,521	.0034	825	3,623	C	69.9	.0038	70
Dewey	5.4	.0037	1.3	3,120	.0024	1,133	.....	*	*		4,694	.0025	869	3,611	E	47.4	.0027	73
Douglas	5.5	.0038	1.5	3,694	.0029	497	.....	88	*		5,569	.0030	1,013	3,713	D	64.7	.0031	82

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*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

SIOUX FALLS

CITY ZONE POPULATION

Now 50,200

CITY AND RETAIL TRADING ZONE	1947	1948
Population	191,000	211,000
Net Buying Income	$280,295,000	$298,204,000
Retail Sales	$198,339,000	$233,643,000

Sioux Falls is a growing city in a rich, growing market. It is the trading center of a ready-to-buy agricultural area of 211,000 people in three states — an area thoroughly covered by The Daily Argus-Leader. Try the Sioux Falls market, whose 56,900 families have a spendable income of $5,240 per family — 15% above the national average.

Data: Sales Management Surveys



THE DAILY ARGUS-LEADER

SIOUX FALLS, SOUTH DAKOTA

GILMAN, NICOLL & RUTHMAN,
NATIONAL REPRESENTATIVES

NEW YORK - CHICAGO - BOSTON
PHILADELPHIA - SAN FRANCISCO
- LOS ANGELES

A BIG MARKET WITH
77% FAMILY COVERAGE
BY ONE MEDIUM

SOUTH DAKOTA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S.A. Potential	Quality of Market Index
Edmunds	7.4	.0050	1.7	4,331	.0033	954	*	137	*		6,005	.0031	811	3,532	C	67.3	.0035	70
Fall River	6.3	.0043	1.9	7,826	.0060	1,828	607	291	*		9,618	.0051	1,527	5,062	E	31.7	.0052	121
Faulk	4.9	.0033	1.3	3,605	.0027	754	*	205	*		5,042	.0027	1,029	3,878	C	60.8	.0028	85
Grant	10.1	.0069	2.6	8,178	.0063	1,629	433	205	239		10,868	.0057	1,076	4,180	B	57.7	.0061	88
Gregory	9.0	.0062	2.3	6,178	.0047	1,153	*	206	*		10,095	.0054	1,121	4,385	C	61.9	.0054	87
Haakon	3.2	.0022	1.0	3,561	.0028	656	*	188	*		4,783	.0025	1,495	4,783	E	61.9	.0025	114
Hamlin	6.8	.0046	1.8	4,947	.0037	1,231	.....	171	*		6,956	.0037	1,023	3,864	C	63.3	.0039	85
Hand	6.8	.0047	1.7	5,320	.0041	994	371	154	*		7,910	.0042	1,163	4,653	B	68.6	.0043	91
Hanson	4.8	.0032	1.3	2,264	.0017	437	*	*	94		5,739	.0030	1,196	4,415	C	70.8	.0027	84
Harding	2.6	.0018	.8	1,430	.0011	357	.....	120	*		2,869	.0015	1,103	3,588	E	76.3	.0014	78
Hughes	6.3	.0043	2.0	10,729	.0083	2,105	920	*	249		10,023	.0053	1,591	5,012	E	24.3	.0060	140
Hutchinson	11.2	.0077	2.8	8,266	.0063	1,093	*	205	*		11,563	.0062	1,032	4,130	B	64.4	.0065	84
Hyde	2.9	.0019	.8	3,034	.0023	475	.....	*	*		3,565	.0019	1,229	4,456	E	62.5	.0020	105
Jackson	1.6	.0011	.6	1,957	.0015	259	*	*	*		2,521	.0013	1,576	4,202	F	48.5	.0013	118
Jerauld	4.2	.0029	1.1	3,957	.0030	498	*	119	*		6,260	.0033	1,490	5,691	D	58.2	.0031	107
Jones	2.2	.0015	.6	2,155	.0017	258	.....	*	*		2,957	.0016	1,344	4,928	E	58.3	.0016	107
Kingsbury	9.9	.0067	2.7	8,926	.0068	1,390	294	206	*		12,694	.0067	1,282	4,701	B	58.8	.0067	100
Lake	11.9	.0082	3.1	13,125	.0101	2,188	625	293	150		17,475	.0092	1,468	5,637	B	51.1	.0093	113
Lawrence	14.0	.0095	4.1	22,277	.0171	5,323	1,372	909	1,498		22,171	.0118	1,584	5,408	E	9.9	.0129	138
Lincoln	12.8	.0088	3.5	9,014	.0069	1,826	*	463	282		12,173	.0064	951	3,478	B	61.8	.0070	80
Lyman	4.4	.0030	1.2	3,276	.0025	617	*	69	*		4,956	.0026	1,126	4,130	D	65.4	.0027	90
McCook	8.8	.0060	2.3	6,002	.0046	1,013	*	138	51		7,914	.0042	899	3,441	B	62.3	.0047	78
McPherson	7.9	.0054	1.8	3,890	.0029	476	*	85	174		5,560	.0030	704	3,099	C	72.6	.0035	65

© SM, 1949.

*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

FOLLOW THE 1949 SALES TREND . . .

. . . city by city and month by month in SALES MANAGEMENT Magazine's *"High Spot Cities,"* published in every first-of-the-month issue.

This feature gives a forecast of monthly retail sales for over 200 leading U. S. cities. It shows how the sales level in each of these cities has changed since the previous year and how this change compares with the national trend. It's a *must* for keeping abreast of today's shifting picture in the nation's markets.

Sales Management 386 Fourth Ave., New York 16

SOUTH DAKOTA— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (In thousands of dollars)									FARM			
	Total (In thousands)	% of U.S.A.	Families (In thousands)	Dollars (In thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (In thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Marshall	8.4	.0057	2.0	7,936	.0061	1,192	293	205	*		10,086	.0053	1,201	5,043	B	63.7	.0056	98
Meade	8.3	.0057	2.5	7,936	.0061	2,144	608	172	*		12,694	.0067	1,529	5,078	C	55.8	.0063	111
Mellette	3.4	.0023	.8	1,340	.0010	139	*	*	*		2,783	.0015	819	3,479	E	67.9	.0015	65
Miner	6.2	.0042	1.7	4,068	.0031	695	*	171	*		5,994	.0032	967	3,526	D	66.0	.0034	81
Minnehaha 174	68.5	.0469	19.4	110,903	.0849	19,029	16,629	2,706	5,349		136,589	.0723	1,994	7,041	A	18.7	.0710	151
◆Sioux Falls	50.2	.0343	14.8	99,154	.0760	17,368	*	2,505	5,214	E	105,679	.0559	2,105	7,140	.....	.....	.0576	168
Meady	9.3	.0063	2.5	7,322	.0056	994	430	171	.....		10,433	.0055	1,122	4,173	B	62.9	.0057	90
Pennington	30.0	.0205	9.1	50,004	.0383	9,397	3,645	1,768	1,911		59,440	.0315	1,981	6,532	B	15.5	.0313	153
Rapid City	25.4	.0173	7.7	45,503	.0348	8,040	*	1,590	1,911	H	51,061	.0270	2,010	6,631	.....	.....	.0274	158
Perkins	5.7	.0039	1.5	5,409	.0042	1,192	*	138	*		8,173	.0043	1,434	5,449	C	64.3	.0042	108
Potter	4.5	.0031	1.2	4,483	.0034	875	*	137	*		6,435	.0034	1,430	5,363	D	54.6	.0033	106
Roberts	16.1	.0110	4.1	11,432	.0088	1,887	371	223	*		11,738	.0062	729	2,863	B	64.3	.0079	72
Sanborn	5.1	.0034	1.4	3,561	.0027	655	*	120	70		5,217	.0028	1,023	3,726	D	65.8	.0029	85
Shannon	4.7	.0033	1.1	1,165	.0009	597	.....	*	*		2,435	.0013	518	2,214	F	57.2	.0016	48
Spink	11.5	.0078	3.3	10,378	.0079	2,503	921	223	230		12,433	.0066	1,081	3,768	B	57.5	.0072	92
ØStanley	1.8	.0012	.5	1,230	.0010	220	.....	*	*		1,651	.0008	917	3,302	F	59.9	.0009	75
Sully	2.2	.0015	.6	1,452	.0011	258	*	*	*		2,008	.0011	912	3,343	E	68.4	.0012	80
Todd	6.9	.0047	1.7	1,583	.0012	298	*	*	*		4,521	.0024	655	2,659	E	60.8	.0025	53
Tripp	8.8	.0060	2.4	10,047	.0077	895	490	171	85		11,961	.0063	1,359	4,984	B	62.2	.0067	112
Turner	12.8	.0088	3.5	8,618	.0066	1,748	*	293	216		14,260	.0076	1,114	4,074	B	63.0	.0075	85
Union	10.6	.0072	2.8	8,575	.0066	1,530	*	430	188		13,997	.0074	1,320	4,999	B	60.6	.0071	99
Walworth	7.3	.0050	1.9	7,431	.0057	1,490	*	257	469		9,861	.0052	1,351	5,190	D	40.5	.0053	106
Washabaugh	1.9	.0013	.4	307	.0002	*	.....	.....	*		1,391	.0007	732	3,478	F	78.4	.0007	54
Washington	2.0	.0014	.5	265	.0002	*	.....	.....	*		869	.0005	435	1,738	G	.....	.0006	43
Yankton	18.1	.0123	4.9	15,257	.0117	2,682	2,956	498	578		25,945	.0137	1,433	5,295	B	41.5	.0128	104
Yankton	9.2	.0063	2.7	14,097	.0108	2,483	2,957	*	578	H	12,527	.0067	1,362	4,640	.....	.....	.0079	125
Ziebach	3.2	.0022	.9	835	.0006	338	*	*	*		2,088	.0011	652	2,318	E	68.8	.0012	55
Total Above Cities	143.6	.0980	42.4	275,769	.2112	48,105	16,455	4,928	9,689	.....	273,750	.1450	1,906	6,456	.....	.....	.1556	159
State Total	626.5	.4277	170.7	663,370	.5081	119,988	55,639	18,194	19,025	.....	846,203	.4479	1,351	4,957	.....	48.1	.4619	108

SOUTH DAKOTA—New Metropolitan County Area

Sioux Falls 174	68.5	.0469	19.4	110,903	.0849	19,029	16,629	2,706	5,349	.....	136,589	.0723	1,994	7,041	.....	.....	.0710	151

◆ See end of state "New Metropolitan County Areas."
Ø Armstrong and Stanley Counties combined.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.
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FOR THE BENEFIT OF ALL we've tried to give you the information needed to understand the figures in the Survey of Buying Power. So if you are confused or in doubt as to the sources of our figures, please run through the introduction beginning on page 19, again.

MANKATO, MINNESOTA

Southern Minnesota's Buying Center

1949 Population Estimate

Mankato (Blue Earth County)	21,580
North Mankato (Nicollet County)	4,736
	26,316

1948 Retail Sales $36,414,000

Income Per Family $5,313.00

Quality of Market 138

MANKATO FREE PRESS

MINNESOTA

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City	County	City	County	City	County
Albert Lea *	Freeborn	Mankato	Blue Earth	St. Cloud	Stearns
Austin	Mower	Minneapolis	Hennepin	St. Paul	Ramsey
Bemidji	Beltrami	Montevideo	Chippewa	So. St. Paul	Dakota
Brainerd	Crow Wing	Moorhead	Clay	Thief River Falls	Pennington
Duluth	St. Louis	New Ulm	Brown	Virginia	St. Louis
Fairmont	Martin	Owatonna	Steele	Willmar	Kandiyohi
Faribault	Rice	Red Wing	Goodhue	Winona	Winona
Fergus Falls	Otter Tail	Rochester	Olmsted	Worthington	Nobles
Hibbing	St. Louis				

COUNTIES / CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Aitkin	14.8	.0101	4.1	9,051	.0069	1,503	294	120	114		9,927	.0053	671	2,421	D	59.3	.0067	66
Anoka..75	27.0	.0184	7.6	11,911	.0092	3,247	435	200	487		14,519	.0078	538	1,910	C	29.7	.0102	55
Becker	24.1	.0164	6.3	15,014	.0115	3,020	1,612	289	411		17,025	.0091	706	2,702	B	56.6	.0113	69
Beltrami	25.3	.0173	6.9	21,030	.0161	4,700	1,241	401	522		19,160	.0101	757	2,777	D	38.7	.0133	77
Bemidji	14.3	.0097	4.3	16,720	.0128	3,279	*	*	*	H	11,285	.0060	789	2,624			.0088	91
Benton	16.4	.0112	3.8	10,506	.0080	2,294	167	161	59		13,189	.0070	804	3,471	C	50.2	.0081	72
†St. Cloud (See Stearns Co.)																		
Big Stone	10.0	.0068	2.7	10,351	.0079	1,909	435	187	183		12,568	.0066	1,257	4,655	B	50.8	.0070	103
Blue Earth	37.1	.0253	10.6	46,036	.0352	7,556	5,378	1,042	2,701		48,265	.0256	1,301	4,553	A	39.4	.0283	112
●Mankato	21.0	.0143	6.1	36,414	.0279	5,737	5,346	916	*	G	32,408	.0171	1,543	5,313			.0198	138
Brown	26.5	.0181	7.2	24,861	.0191	4,200	1,287	683	1,171		25,902	.0137	977	3,598	B	43.5	.0162	90
New Ulm	10.4	.0071	3.1	13,151	.0101	2,488	1,062	361	694	H	11,553	.0061	1,111	3,727			.0075	106
Carlton	24.1	.0165	6.8	17,789	.0136	2,843	575	268	432		19,812	.0105	822	3,002	D	31.5	.0126	76
Carver	18.0	.0123	4.8	12,846	.0098	1,987	103	522	277		15,772	.0083	876	3,429	B	60.1	.0096	78
Cass	16.8	.0114	4.5	9,657	.0074	2,649	231	201	*		10,329	.0055	615	2,295	D	46.8	.0073	64
Chippewa	16.6	.0114	4.4	17,163	.0132	2,958	1,331	269	957		18,016	.0095	1,085	4,095	B	49.3	.0110	96
Montevideo	6.9	.0048	1.9	12,083	.0092	2,100	1,331	160	*		11,062	.0059	1,603	5,822			.0067	140
Chisago	12.9	.0088	3.7	8,374	.0064	1,938	141	187	*		10,387	.0055	805	2,807	B	61.9	.0064	73
Clay	27.3	.0186	7.2	22,054	.0169	4,782	396	361	908		25,191	.0134	923	3,499	B	41.2	.0155	83
Moorhead	14.0	.0095	4.1	14,886	.0114	3,553	*	269	*	H	13,327	.0071	952	3,250			.0089	94
Clearwater	10.6	.0073	2.7	5,478	.0042	1,099	64	120	*		5,790	.0030	546	2,144	D	65.8	.0042	58
Cook	2.3	.0015	.6	2,358	.0018	743	*	*	*		2,572	.0014	1,118	4,287	G	9.4	.0015	100
Cottonwood	15.3	.0105	3.9	13,228	.0101	1,503	256	281	170		15,184	.0080	992	3,893	B	59.2	.0091	87
Crow Wing	32.2	.0219	9.1	27,704	.0212	7,479	2,367	629	1,036		27,675	.0147	859	3,041	E	24.6	.0181	83
Brainerd	16.6	.0113	4.7	19,393	.0149	4,345	*	482	964	H	16,024	.0084	965	3,409			.0109	96
Dakota..75	48.0	.0328	12.7	30,583	.0235	7,090	550	683	1,617		38,674	.0205	806	3,045	B	26.6	.0239	73
South St. Paul	17.6	.0121	4.8	16,393	.0125	3,892	294	348	961	G	14,232	.0076	809	2,965			.0100	83
Dodge	12.6	.0086	3.4	7,698	.0059	1,486	39	188	93		9,627	.0051	764	2,831	B	65.3	.0060	70
Douglas	20.6	.0141	5.6	16,955	.0130	3,021	985	381	671		19,131	.0101	929	3,416	B	55.8	.0118	84

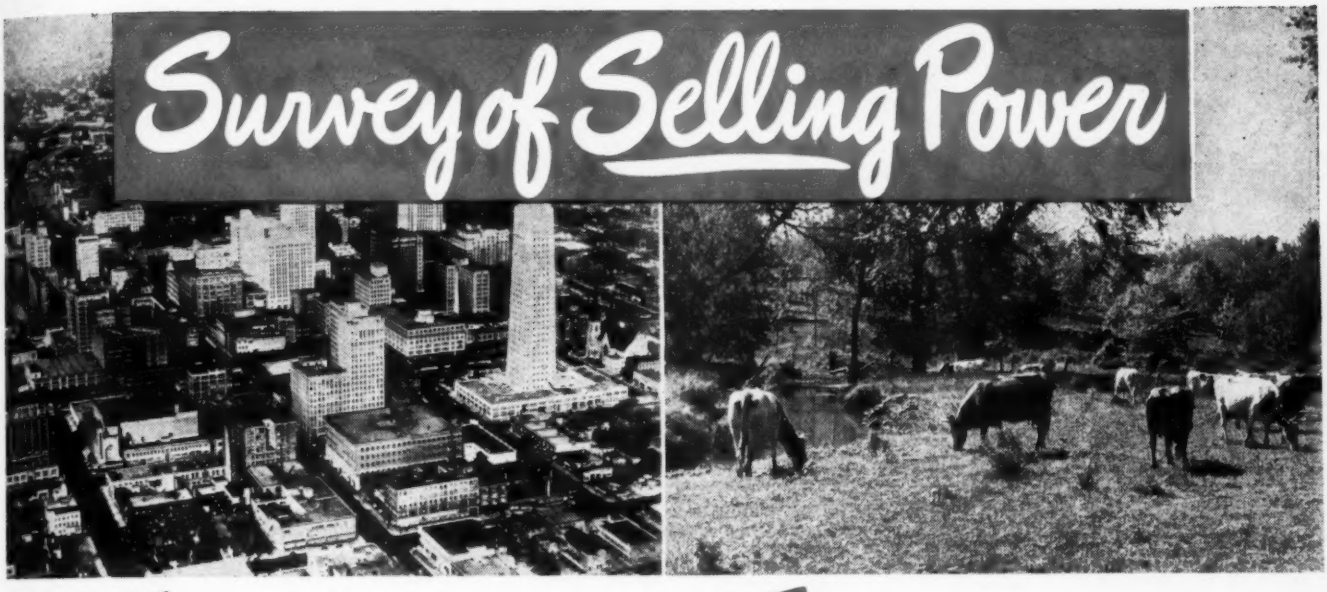
● See end of state "Multiple Cities."
† St. Cloud is in Benton, Sherburne and Stearns Counties.

*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

© SM, 1949.

Survey of Selling Power



KSTP TV

Since the last Sales Management Survey the revolution has come. In 1948 KSTP completed its ultra modern Radio City Building which literally joins the Twin Cities. It's the only building in the area built exclusively for radio-television production. • Set sales are booming • Program and spot advertisers have recorded unprecedented sponsor identification. As high as 74%. • KSTP-TV's signal strength from its 571 foot tower offers an undreamed of radius. • An impartial survey shows an average tune-in of 72.9%. • The same survey showed that the average viewer watched television over two-thirds of the time. • A whopping 43% said they liked *all* of KSTP-TV's programs. • KSTP-TV boosted gate receipts at all sporting events. • The greatest network shows in television are now on KSTP-TV offering invaluable adjacency franchises. The whole KSTP-TV story is terrific! Your nearest Edward Petry man will be glad to rush you details now!

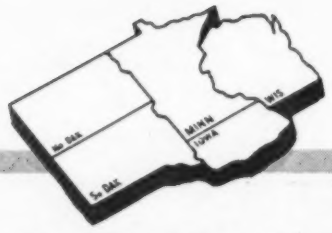
KSTP

Pioneering spirit and ability to produce the best in radio first proved again why KSTP is the Northwest's leading radio station. In its new quarters, with three floors of the ultimate in broadcasting facilities, KSTP is the only station presenting regular broadcasts from both Twin Cities. • 50,000 watts of power send big-time local and NBC programs to nearly a half-million radio families. Constant vigilance over the wants and needs of its loyal listeners builds local personalities whose Hoopers often top the big nighttime network stars. Top flight production and promotion staffs contribute to KSTP's giant audience delivery. • Advertisers have found that this year has been the greatest of the 21 in which KSTP has served them. • Selecting the *right* radio station is important in the vital Minneapolis-St. Paul market. KSTP is the shortest route to greater sales results. Your story will have greater impact when presented in a big time manner on the BIG station.

KSTP-TV is the Television Service of....

KEY STATION FOR THE NORTHWEST NETWORK
50,000 WATTS—CLEAR CHANNEL • EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

KSTP
MINNEAPOLIS-ST. PAUL



Increased Sales Volume!

. . . . . is the reward for those advertisers who consistently use the most "merchandising-minded" advertising medium in these North Central states—the trade area "Key Market" daily newspapers.

An indication of this area's economic health and wealth is its 50% reduction in farm real estate debt since 1940 . . . increased department store sales . . . increased cash farm income . . . and record bank debits as reported by the Federal Reserve.

The manufacturers who have the biggest share of sales in this "Aristocrat of Purchasing Power" market have been our best customers. The backbone of their selling program is the consistent use of newspaper advertising in these local markets where they do 70% of their business.

Our customers have the benefit of hundreds of retail newspaper advertising salesmen who are constantly merchandising the factory's local newspaper campaign to retail outlets. These men help increase sales by urging . . . proper window and store display . . . good positioning of adequate sales stock . . . tie-in retail advertising. On consistent campaigns this association often produces "point of purchase" display posters which endorse and recommend the product advertised in the "Key Market" daily newspaper.

USE *THESE* "KEY MARKET" TRADE AREA DAILY NEWSPAPERS TO IMPROVE *YOUR* SALES POSITION . . .

MINNESOTA
Albert Lea Tribune
Austin Herald
Bemidji Pioneer
Brainerd Dispatch
Crookston Times
Fairmont Sentinel
Faribault News
Fergus Falls Journal
Hibbing Tribune
International Falls Journal
Little Falls Transcript
New Ulm Journal
Owatonna Peoples Press
Red Wing
Republican Eagle
Rochester Post-Bulletin
St. Cloud Times
Stillwater Gazette
Virginia Mesabi
News-Range Facts
Willmar Tribune
Winona
Republican Herald
Worthington Globe

IOWA
Mason City
Globe-Gazette
Sioux City Journal Tribune
Spencer Reporter

NORTH DAKOTA
Bismarck Tribune
Devils Lake Journal
Dickinson Press
Fargo Forum
Grand Forks Herald
Jamestown Sun
Mandan Pioneer
Minot News
Valley City Times-Record

SOUTH DAKOTA
Aberdeen American-News
Huron Huronite & Plainsman
Mitchell Republic
Rapid City Journal
Sioux Falls Argus Leader
Watertown Public Opinion

WISCONSIN
Ashland Press
Chippewa Falls
Herald-Telegram
Eau Claire Leader-Telegram
Janesville Gazette
La Crosse Tribune
Merrill Herald
Rhinelander News
Stevens Point Journal
Superior Telegram
Wausau Record Herald
Wisconsin Rapids Tribune

NORTHWEST DAILY PRESS ASSOCIATION
435 PALACE BUILDING • MINNEAPOLIS 1, MINNESOTA

For further information contact Roy P. Palmer, Executive Secretary

MINNESOTA— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S.A. Potential	Quality of Market Index
Faribault	24.7	.0168	6.5	21,949	.0166	4,345	788	442	525		24,570	.0130	995	3,780	A	54.6	.0149	89
Fillmore	25.7	.0176	7.2	17,163	.0131	2,940	781	428	487		22,320	.0118	868	3,100	A	58.4	.0134	76
Freeborn	36.4	.0248	9.6	30,133	.0231	6,235	2,521	482	1,095		37,610	.0199	1,033	3,918	A	44.8	.0218	88
Albert Lea	17.1	.0116	4.9	22,508	.0173	4,538	*	*	*	H	21,061	.0111	1,232	4,298			.0131	113
Goodhue	32.6	.0223	9.0	29,421	.0225	5,540	1,343	536	1,044		33,353	.0177	1,023	3,706	B	44.3	.0201	90
Red Wing	11.6	.0079	3.5	14,858	.0114	2,988	908	308	663	H	13,474	.0072	1,162	3,850			.0086	109
Grant	9.7	.0066	2.6	7,819	.0060	1,212	*	119	*		9,349	.0049	964	3,596	B	63.2	.0056	85
Hennepin 75	649.1	.4431	198.6	874,434	.6698	193,760	172,793	26,556	49,928		1,145,700	.6066	1,765	5,769	B	2.6	.5929	134
▲Minneapolis	550.4	.3759	174.1	829,188	.6351	181,407	171,933	25,133	48,827	B	1,025,184	.5427	1,863	5,888			.5371	143
Houston	14.5	.0099	3.9	9,222	.0071	1,615	141	160	189		11,567	.0062	798	2,966	B	60.4	.0072	73
Hubbard	9.9	.0067	2.7	6,657	.0051	1,907	345	81	*		7,259	.0038	733	2,689	E	51.9	.0048	72
Isanti	12.5	.0086	3.4	7,507	.0057	1,696	665	200	318		8,063	.0043	647	2,377	C	63.5	.0056	65
Itasca	32.9	.0224	8.9	23,683	.0182	6,332	1,267	269	491		27,323	.0144	830	3,070	E	27.1	.0171	76
Jackson	16.2	.0111	4.1	11,582	.0088	2,083	410	228	386		14,489	.0077	894	3,534	B	63.8	.0087	78
Kanabec	9.4	.0064	2.6	5,618	.0043	1,034	103	120	121		5,973	.0032	635	2,297	C	67.9	.0042	66
Kandiyohi	28.7	.0196	7.6	23,127	.0178	3,941	1,868	347	826		27,317	.0144	952	3,594	B	48.4	.0165	84
Willmar	10.0	.0068	3.0	15,196	.0116	2,681	*	308	784	H	13,223	.0070	1,322	4,408			.0083	122
Kittson	10.6	.0072	2.7	8,409	.0064	841	*	108	*		9,875	.0053	932	3,657	B	64.4	.0060	83
Koochiching	15.8	.0108	4.7	14,494	.0111	3,779	986	268	484		15,542	.0082	984	3,307	D	23.9	.0096	89
Lac Qui Parle	15.3	.0105	3.8	10,091	.0077	1,729	627	229	321		12,196	.0064	797	3,209	B	64.3	.0076	72
Lake	7.7	.0052	2.4	6,206	.0048	1,761	*	*	*		9,798	.0052	1,272	4,083	G	9.8	.0061	98
Lake of the Woods	4.4	.0030	1.2	2,491	.0019	1,018	192	*	*		2,709	.0015	616	2,258	F	57.3	.0019	63
Le Sueur	19.2	.0131	5.4	13,143	.0101	2,519	231	280	798		16,624	.0088	866	3,079	B	51.6	.0101	77

▲ See end of state "Metropolitan County Areas." *Withheld to avoid disclosure.

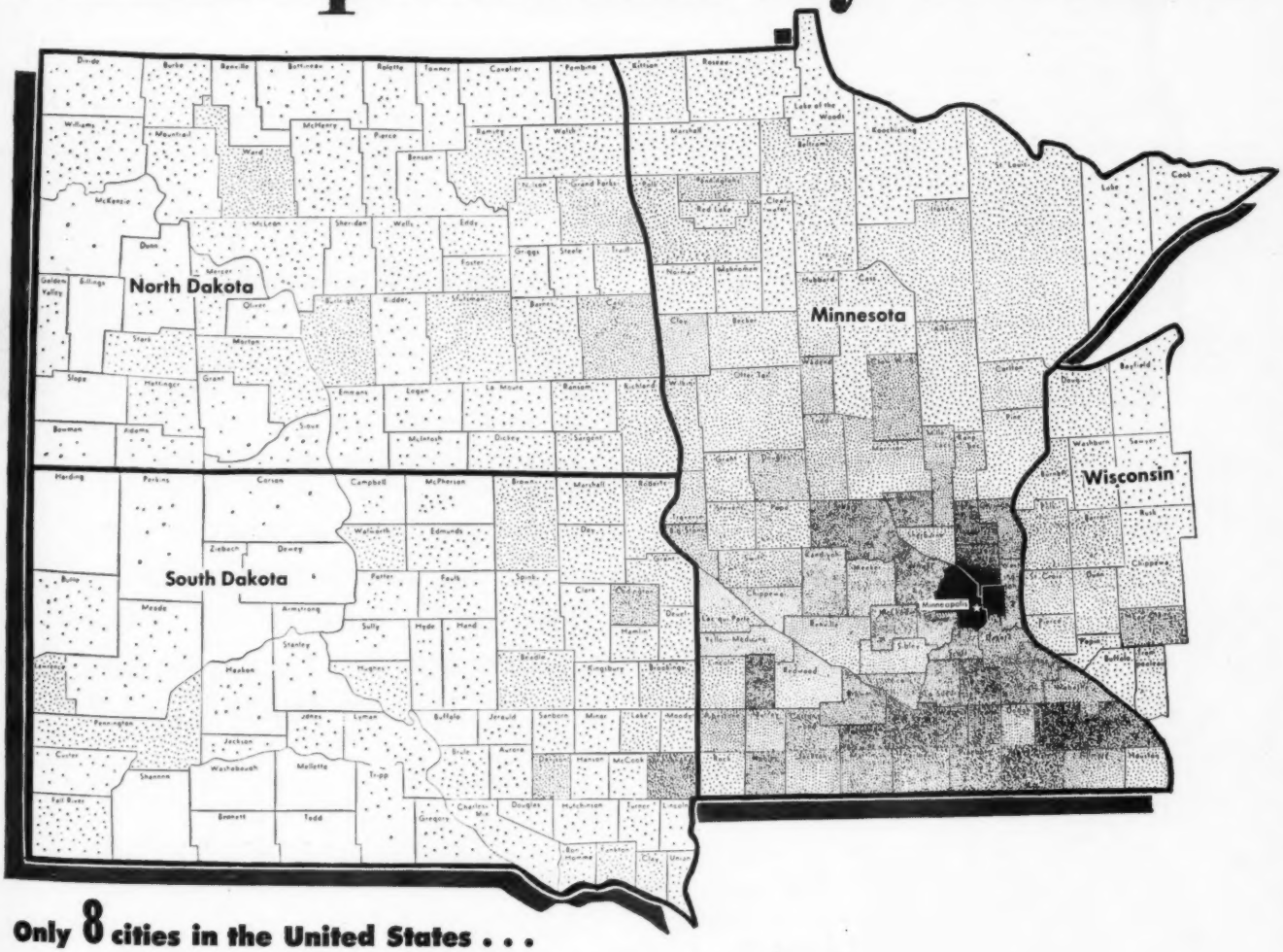
Before using these figures, see explanation page 19.

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Each DOT represents 10 of the 575,000 families who regularly read the



Minneapolis Sunday Tribune



Only 8 cities in the United States . . .



have Sunday newspapers with larger circulations than the

Minneapolis Sunday Tribune

575,432

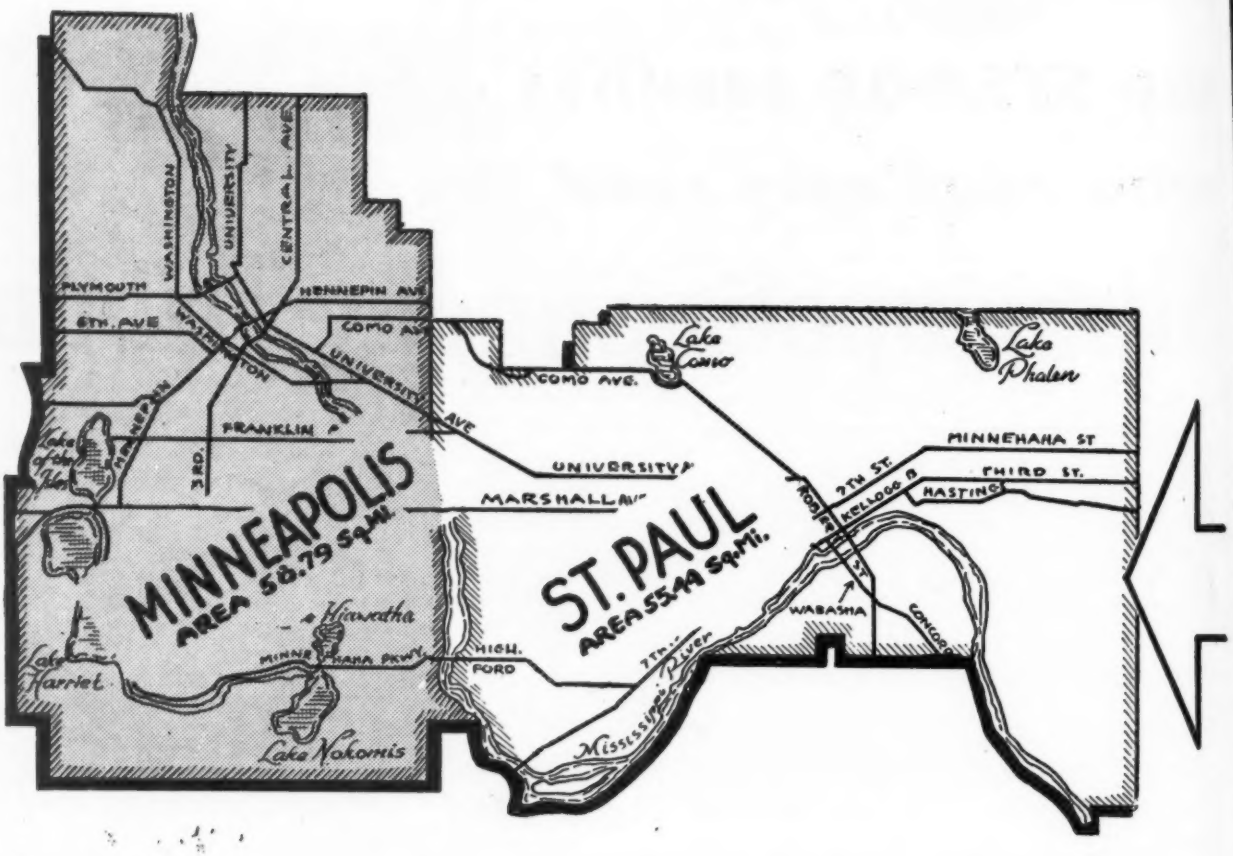
Average net paid circulation for 6 months ending Sept. 30, 1948

Minneapolis Star *and* Tribune

EVENING — MORNING and SUNDAY

MORE THAN 575,000 SUNDAY • 460,000 DAILY

John Cowles, President



The 1940 census St. Paul - Minneapolis combined corporate limit population ranked the Twin Cities as the 9th largest market in the nation. Below are figures showing how the St. Paul "Half" of this market compares with the national average for major Buying Power Factors . . . important indicators of "Market Potential".

	St. Paul*	U.S.*
Retail Sales		
Per Family	$5,059	$3,131
Per Capita	1,498	891
Effective Buying Income		
Per Family	$5,300	$4,531
Per Capita	1,570	1,289
The St. Paul "Half" of the 9th Market:		
Population*	347,000	
Family Population*	102,800	
Retails Sales*	$520,069,000	
Effective Buying Income*	544,740,000	

*1949 Sales Management Survey of Buying Power

ST. PAUL DISPATCH-PIONEER PRESS

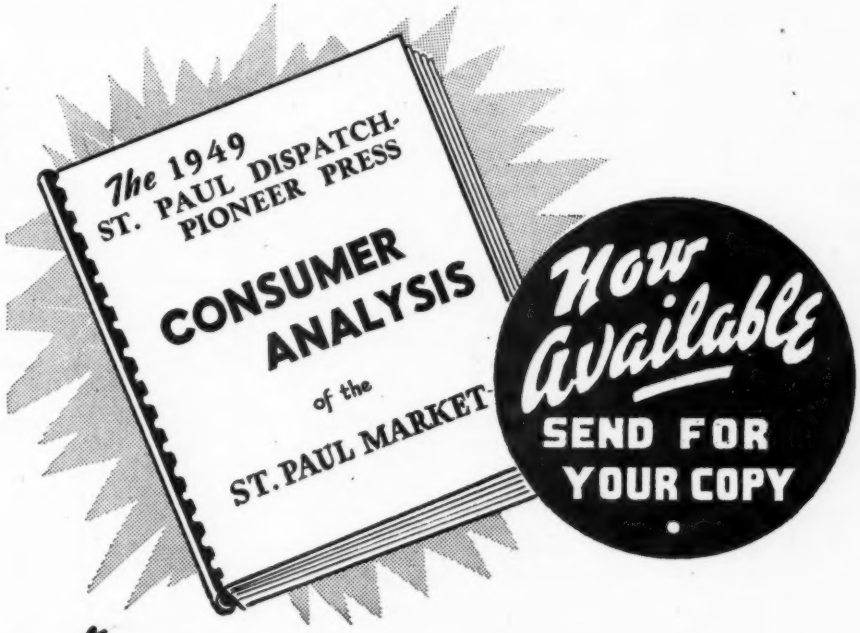
HOW MANY OF *Your Customers* LIVE and BUY

in the ST. PAUL HALF of the NATION'S 9th MARKET?

The 1949 St. Paul Dispatch-Pioneer Press Consumer Analysis will give you a vivid, 3-year comparison picture of your present and potential customers in the St. Paul Market. This factual research report gives consumer preferences for the major product classifications of foods, soaps, toiletries, beverages, home appliances, and other general consumer buying habits. This book provides a wealth of information that will act as your guide to the St. Paul Market.

The St. Paul Consumer Analysis has a double importance for it is now standardized with similar studies conducted by 13 other newspapers throughout the country. These newspapers are:

The Milwaukee *Journal*
Omaha *World-Herald*
Philadelphia *Bulletin*
Indianapolis *Star and News*
The Columbus *Dispatch*
The Fresno *Bee*
The Modesto *Bee*
The Sacramento *Bee*
San Jose *Mercury Herald and News*
The Seattle *Times*
Illinois *Newspaper Markets*
The Birmingham *News and Age-Herald*
The Salt Lake City *Deseret News*



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MUTUAL NETWORK
AUSTIN, MINN.

IF YOU ARE SELLING IN SOUTHERN MINNESOTA,

KAUS SHOULD BE ON YOUR STATION LIST.

MINNESOTA— (Continued)

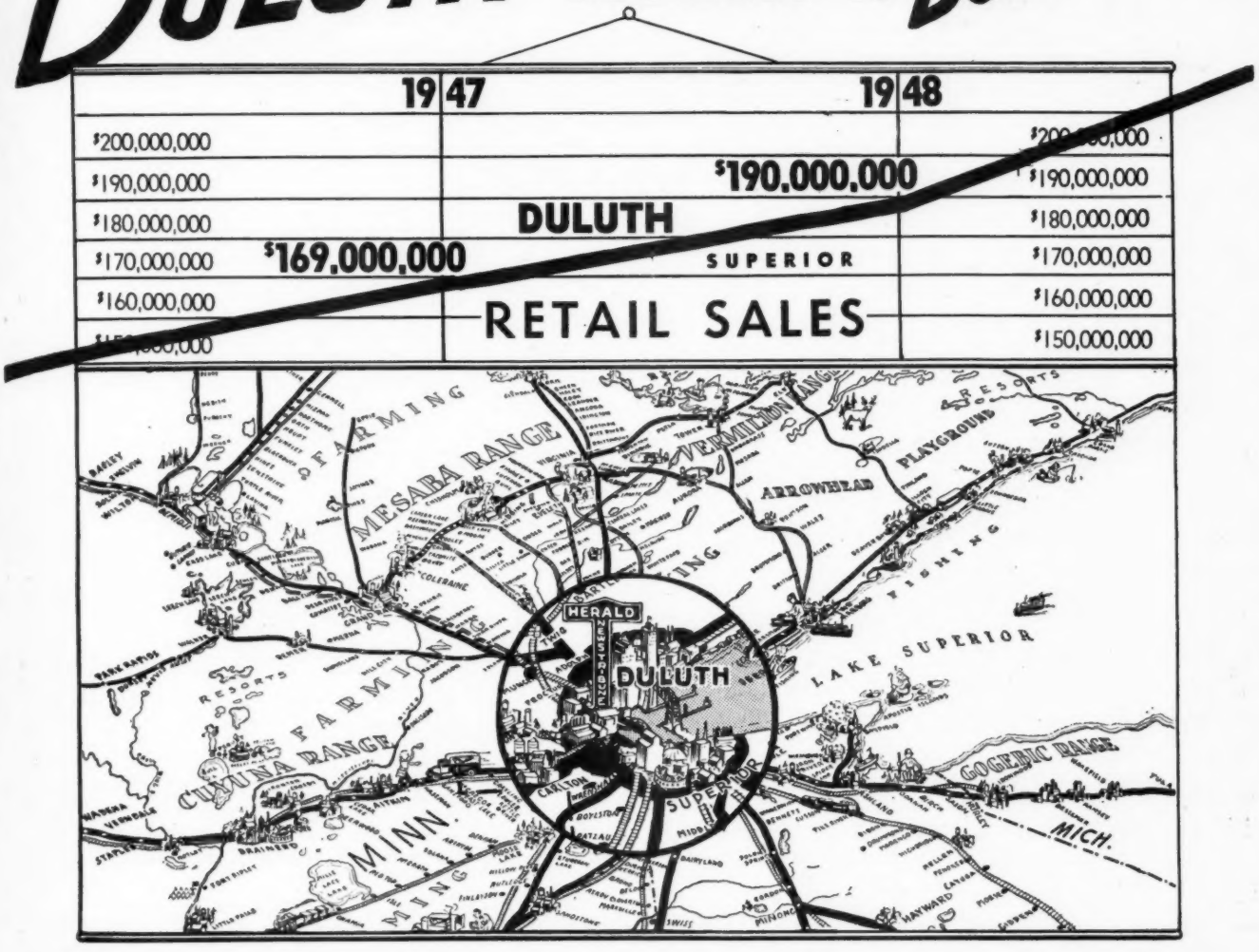
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (In thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Lincoln	10.6	.0073	2.8	6,206	.0047	986	*	147	232		7,801	.0041	736	3,000	B	67.0	.0049	67
Lyon	21.8	.0148	5.8	23,301	.0179	3,553	1,138	389	705		22,349	.0118	1,025	3,853	B	46.3	.0142	96
McLeod	22.1	.0151	5.8	18,984	.0145	3,037	537	321	649		22,427	.0119	1,015	3,867	B	56.1	.0133	88
Mahnomen	7.4	.0051	1.7	3,692	.0028	824	103	*	*		3,962	.0021	535	2,331	E	63.2	.0029	57
Marshall	17.0	.0116	4.0	9,605	.0074	1,600	140	201	35		11,717	.0062	689	2,929	B	68.9	.0076	66
Martin	28.3	.0179	6.9	24,272	.0186	3,892	1,740	495	922		24,840	.0131	944	3,600	A	49.2	.0157	88
Fairmont	9.7	.0066	2.9	15,048	.0115	2,407	*	309	691	H	10,357	.0054	1,068	3,571	.....	.....	.0075	114
Meeker	19.4	.0133	5.0	13,921	.0106	2,828	499	*	*		15,449	.0082	796	3,090	B	60.7	.0099	74
Mille Lacs	15.0	.0102	4.2	11,910	.0092	1,566	294	229	*		12,940	.0069	863	3,081	C	58.3	.0083	81
Morrison	27.1	.0185	6.6	15,846	.0121	2,955	896	241	408		17,723	.0094	654	2,685	B	62.0	.0120	65
Mower	43.7	.0298	11.9	41,991	.0322	8,752	3,990	1,204	2,004		54,144	.0286	1,239	4,550	B	30.2	.0299	100
Austin	29.6	.0202	8.2	30,863	.0237	6,772	3,885	1,110	1,656	H	38,125	.0202	1,288	4,649	.....	.....	.0213	105
Murray	14.7	.0101	3.6	9,275	.0071	1,308	*	107	356		11,842	.0063	806	3,289	B	67.6	.0073	72
Nicollet	19.2	.0131	5.1	9,795	.0075	2,439	371	120	515		11,037	.0058	575	2,164	B	47.2	.0078	60
Nobles	23.0	.0157	6.1	21,862	.0168	3,198	2,022	348	559		23,772	.0126	1,034	3,897	A	51.2	.0145	92
Worthington	8.2	.0056	2.4	14,691	.0112	2,019	*	241	*	H	10,293	.0055	1,255	4,289	.....	.....	.0072	129
Norman	12.9	.0088	3.2	9,258	.0070	1,567	294	119	*		9,860	.0052	764	3,081	B	65.0	.0065	74
Olmsted	46.4	.0317	13.0	53,397	.0409	8,473	7,068	1,976	2,066		57,144	.0303	1,232	4,396	B	24.1	.0338	107
Rochester	35.4	.0242	10.1	47,150	.0361	6,964	7,036	1,957	*	H	49,091	.0260	1,387	4,860	.....	.....	.0287	119
Otter Tail	53.3	.0363	14.1	32,160	.0247	6,137	2,803	617	1,058		43,287	.0229	812	3,070	A	61.4	.0261	72
Fergus Falls	13.5	.0092	3.9	16,369	.0126	2,875	2,342	348	781	H	13,202	.0070	978	3,385	.....	.....	.0091	99
Pennington	12.9	.0089	3.4	13,143	.0100	2,472	2,252	268	332		15,139	.0080	1,174	4,453	D	45.3	.0088	99
Thief River Falls	7.8	.0053	2.2	12,367	.0095	2,051	2,252	*	332	H	9,416	.0049	1,207	4,280	.....	.....	.0064	121
Pine	19.3	.0131	5.3	11,668	.0090	2,099	332	161	193		12,305	.0065	638	2,322	B	66.2	.0086	66
Pipestone	14.5	.0099	3.8	15,170	.0116	1,680	550	200	363		17,118	.0091	1,181	4,505	B	45.4	.0100	101
Polk	35.9	.0245	9.2	28,849	.0221	5,960	1,062	749	961		33,353	.0176	929	3,625	A	55.7	.0203	83
Pope	13.2	.0090	3.4	7,991	.0061	1,679	256	161	186		9,101	.0049	689	2,677	B	62.0	.0061	68
Ramsey 75	371.0	.2533	109.9	532,312	.4077	113,263	142,549	12,746	22,397		570,905	.3022	1,539	5,195	D	1.1	.3241	128
▲St. Paul	347.0	.2369	102.8	520,069	.3983	110,305	141,981	12,546	22,184	C	544,790	.2884	1,570	5,300	.....	.....	.3111	131
Red Lake	7.1	.0048	1.7	4,385	.0034	630	*	*	*		4,875	.0026	687	2,868	E	61.6	.0033	69
Redwood	23.2	.0159	5.8	18,482	.0141	2,875	1,267	291	297		24,533	.0130	1,057	4,230	A	59.2	.0139	87
Renville	24.7	.0168	6.1	18,742	.0144	2,795	1,215	280	114		21,407	.0113	867	3,509	A	63.5	.0133	79
Rice	33.5	.0229	9.4	25,850	.0198	3,795	1,817	670	1,092		24,834	.0131	741	2,642	B	39.2	.0171	75
Faribault	16.1	.0110	4.7	16,286	.0125	1,744	1,714	402	701	H	12,419	.0066	771	2,642	.....	.....	.0093	85
Rock	10.0	.0068	2.8	9,067	.0069	1,835	1,076	107	221		10,370	.0055	1,037	3,988	B	60.0	.0062	91
Roseau	14.4	.0099	3.7	8,443	.0065	1,454	499	228	218		9,303	.0050	646	2,514	B	68.5	.0064	65
St. Louis 38	209.9	.1432	62.2	237,723	.1821	60,473	26,456	5,544	11,467		247,052	.1307	1,177	3,972	B	8.7	.1486	104
▲Duluth	110.5	.0754	32.8	142,872	.1094	35,366	18,372	3,927	7,798	D	150,833	.0799	1,365	4,599	.....	.....	.0879	117
Hibbing	19.6	.0134	5.5	25,911	.0199	6,312	3,023	858	1,391	H	25,147	.0133	1,283	4,572	.....	.....	.0153	114
Virginia	13.4	.0091	4.0	22,299	.0170	5,270	2,556	575	1,365	H	16,964	.0090	1,266	4,241	.....	.....	.0114	125
Scott	16.1	.0110	4.1	11,304	.0087	1,698	90	241	287		12,708	.0068	789	3,100	B	52.4	.0082	75

▲ See end of state "Metropolitan County Areas." *Withheld to avoid disclosure. Before using these figures, see explanation page 19.

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DULUTH BUSINESS IS BOOMING!



2nd LARGEST MARKET in the N.W.

Twin Cities (St. Paul-Minneapolis) First Market

Retail sales were up 12% in 1948 at the Head of the Lakes, second largest market in the Northwest, 160 miles from the nearest major retail outlet. It's a complete market in itself, two cities, Duluth and Superior, and 20 counties, including 43 other towns from 1,000 to 15,000 population, and extending into three states, Northeastern Minnesota, Upper Wisconsin and Upper Michigan.

The only effective way to cover this fruitful market is through the columns of the Duluth Herald and Duluth News-Tribune, the only metropolitan newspapers covering this 20-county territory, the Northwest's second largest market, all effectively served daily and Sunday by the Duluth Herald and Duluth News-Tribune with a circulation of more than 78,000 daily and 69,000 Sunday.

DULUTH HERALD
Duluth News-Tribune
Morning · Evening · Sunday

REPRESENTED BY RIDDER-JOHNS, INC.
NEW YORK DETROIT CHICAGO MINNEAPOLIS

MINNESOTA— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (In thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Sherburne	9.4	.0064	2.6	5,860	.0044	1,179	*	*	131		5,341	.0028	568	2,054	D	58.2	.0040	63
†St. Cloud (See Stearns Co.)																		
Sibley	15.7	.0108	3.9	10,350	.0080	1,260	38	242	142		13,002	.0069	828	3,334	B	70.7	.0080	74
Stearns	67.3	.0459	16.0	52,705	.0403	10,133	7,180	1,136	1,829		67,291	.0356	1,000	4,206	A	40.5	.0391	88
†St. Cloud	31.1	.0213	8.1	34,522	.0265	7,313	6,132	698	1,402	H	32,411	.0171	1,042	4,001			.0208	98
Steele	21.3	.0145	5.8	19,522	.0149	3,085	807	388	570		21,035	.0111	988	3,627	B	46.2	.0129	89
Owatonna	11.2	.0076	3.4	13,684	.0105	2,213	*	308	*	H	11,738	.0062	1,048	3,452			.0078	103
Stevens	11.5	.0079	2.9	9,675	.0074	1,374	640	161	186		10,698	.0057	930	3,688	B	55.2	.0067	88
Swift	15.0	.0102	3.6	12,397	.0095	2,132	691	201	287		14,627	.0077	975	4,063	B	56.1	.0087	88
Todd	25.3	.0173	6.5	14,355	.0110	2,988	832	268	377		17,444	.0093	689	2,684	B	63.6	.0114	66
Traverse	8.3	.0057	2.2	6,276	.0048	954	295	108	*		6,810	.0036	820	3,095	C	61.9	.0044	77
Wabasha	17.3	.0118	4.8	12,812	.0098	2,213	434	227	387		18,113	.0085	931	3,357	B	53.5	.0096	81
Wadena	13.3	.0091	3.5	10,819	.0083	1,534	551	161	304		12,491	.0066	939	3,569	D	52.2	.0076	84
Waseca	15.0	.0102	4.1	11,962	.0092	1,776	268	308	387		15,432	.0082	1,029	3,764	B	56.8	.0089	87
Washington 75	29.5	.0201	8.4	20,753	.0159	4,813	665	442	673		23,434	.0124	794	2,790	B	30.6	.0150	75
Watonwan	14.4	.0099	3.8	12,639	.0097	2,407	410	308	491		15,757	.0083	1,094	4,147	B	53.1	.0090	91
Wilkin	10.6	.0072	2.6	7,075	.0054	1,776	*	162	446		8,236	.0044	777	3,188	C	55.2	.0053	74
Winona	38.9	.0266	11.2	38,696	.0297	9,013	4,726	907	828		46,174	.0244	1,187	4,123	B	28.3	.0264	99
Winona	28.0	.0191	8.3	31,616	.0242	7,444	4,680	*	711	H	35,980	.0191	1,285	4,335			.0206	108
Wright	28.2	.0192	7.7	18,182	.0139	3,021	397	360	311		21,833	.0116	774	2,835	A	62.9	.0138	72
Yellow Medicine	17.4	.0119	4.4	12,500	.0096	1,905	345	242	411		14,458	.0076	831	3,288	B	62.2	.0091	76
Total Above Cities	1,371.0	.9359	413.8	1,954,537	1.4971	416,063	374,847	51,564	91,905		2,143,599	1.1348	1,564	5,180			1.2041	129
State Total	2,957.8	2.0190	829.3	2,968,948	2.2894	619,277	423,712	72,276	125,007		3,513,843	1.8602	1,188	4,237		30.3	2.0207	100

MINNESOTA— Metropolitan County Areas

Duluth, Minn.-Superior, Wisc. 38	251.7	.1786	77.5	289,648	.2219	74,999	30,700	7,222	13,792		312,471	.1654	1,194	4,032			.1850	104
Minneapolis-St. Paul 75	1,124.6	.7677	337.2	1,469,993	1.1261	322,173	316,992	40,627	75,102		1,793,232	.9493	1,595	5,318			.9661	126

MINNESOTA— Multiple Cities

Mankato-N. Mankato	25.7	.0175	7.4	38,785	.0297	6,543	*	973	*		37,111	.0196	1,444	5,015			.0222	127

NEBRASKA— Counties and Cities

City	County	City	County	City	County
Beatrice	Gage	Hastings	Adams	Norfolk	Madison
Columbus	Platte	Kearney	Buffalo	North Platte	Lincoln
Fremont	Dodge	Lincoln	Lancaster	Omaha	Douglas
Grand Island	Hall	McCook	Redwillow	Scottsbluff	Scotts Bluff

Adams	31.2	.0212	9.1	28,290	.0216	6,022	3,959	765	1,136		46,270	.0245	1,483	5,085	C	23.1	.0230	108
Hastings	22.8	.0155	6.9	24,951	.0191	5,531	3,959	690	*	H	36,640	.0194	1,607	5,310			.0185	119
Antelope	11.5	.0079	3.3	7,963	.0061	1,473	842	203	110		10,901	.0058	948	3,303	B	62.1	.0063	80
Arthur	.8	.0005	.2	244	.0002	85	*	*	*		810	.0004	1,013	4,050	F	75.6	.0004	80

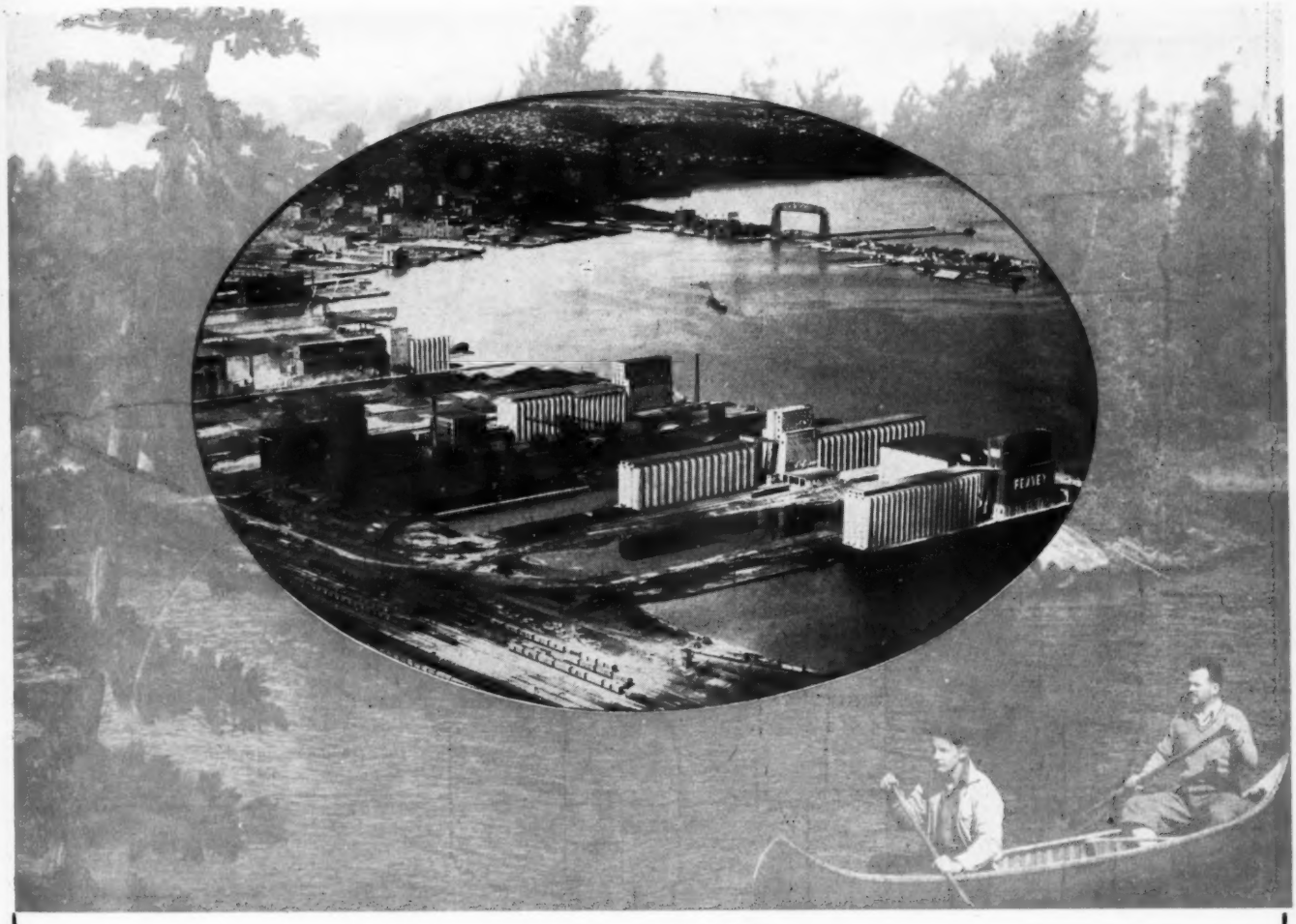
† St. Cloud is in Benton, Sherburne and Stearns Counties. *Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

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IT MAY SOUND REPETITIOUS, BUT . . .

Have you read the explanation prefacing the Survey of Buying Power? It appears on page 19 and following pages, and really will save you lots of time. It identifies sources of all figures and contains all comment necessary to a complete understanding of the use of all County and City figures.



INDUSTRIAL DULUTH

Good Business With A Background For CONTENTED LIVING

RECREATION: Industrial hub of the Upper Lakes Area in Minnesota's Land of Refreshing Lakes and Pines. Duluth's labor would rather fish with the boss than fight with him.

MARKETS: Center of the Northwest's second largest market, with retail sales of $289,648,000 — up 13% in 1948.

LABOR: Skilled, cooperative, high productive — a woman labor supply virtually untapped. Minnesota's Labor Relations Act has attracted national attention.

MANUFACTURING: Home of such nationally-known industrial names as Coolerator refrigerators, Klearflax rugs, Clyde hoisting machinery, Diamond tools, Atlas cement, U. S. Steel wire products, Zenith washers, Patrick apparel, Halvorson trees, Universal matches, Western Electric telephone equipment.

SHIPPING: Duluth is America's second largest port — topped in tonnage only by New York.

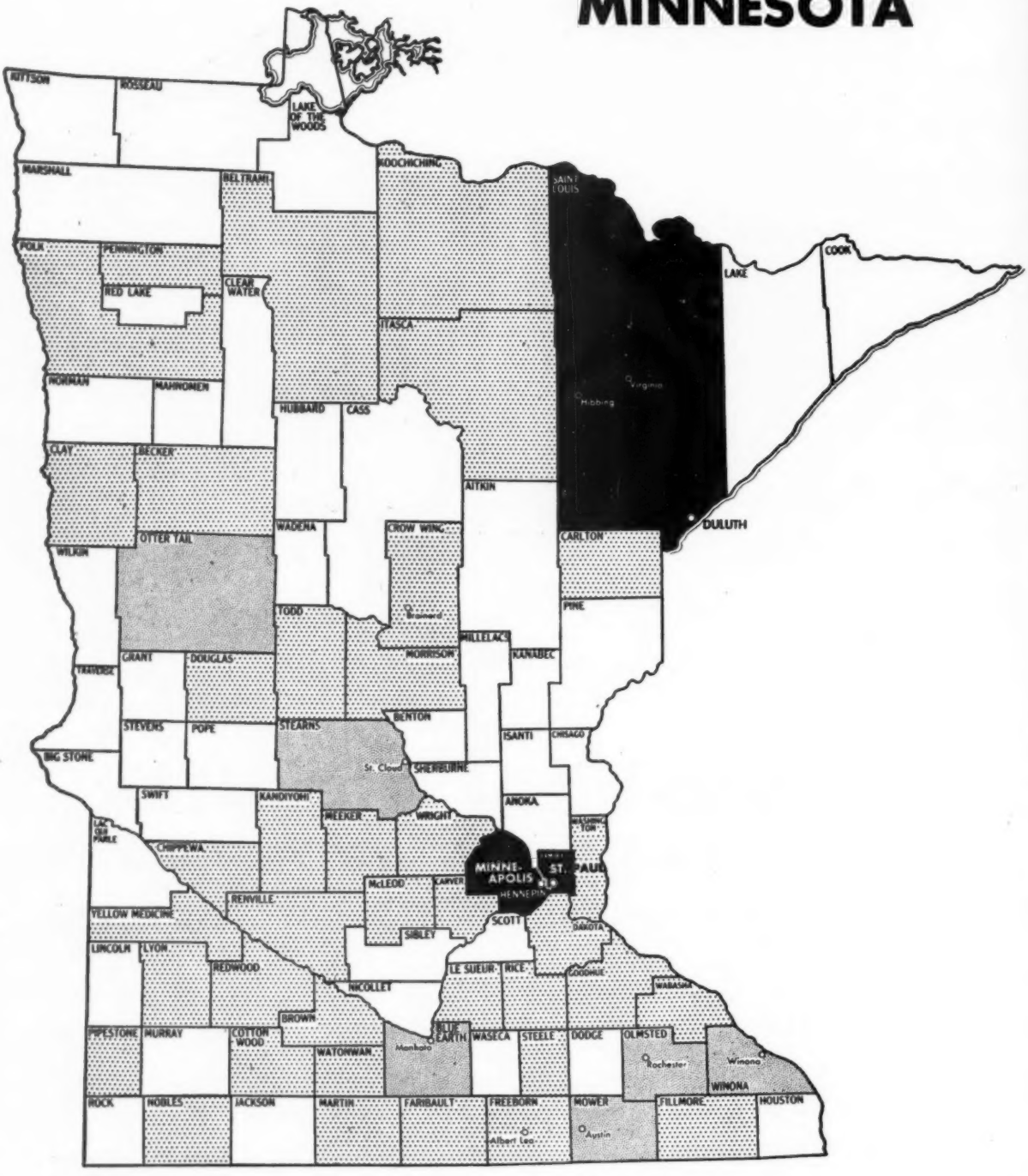
OPPORTUNITY PLUS: Duluth blends industrial advantage with the finest in living.

For Complete Information Write —

INDUSTRIAL DEPARTMENT, CHAMBER OF COMMERCE

MEDICAL ARTS BUILDING **DULUTH, MINNESOTA**

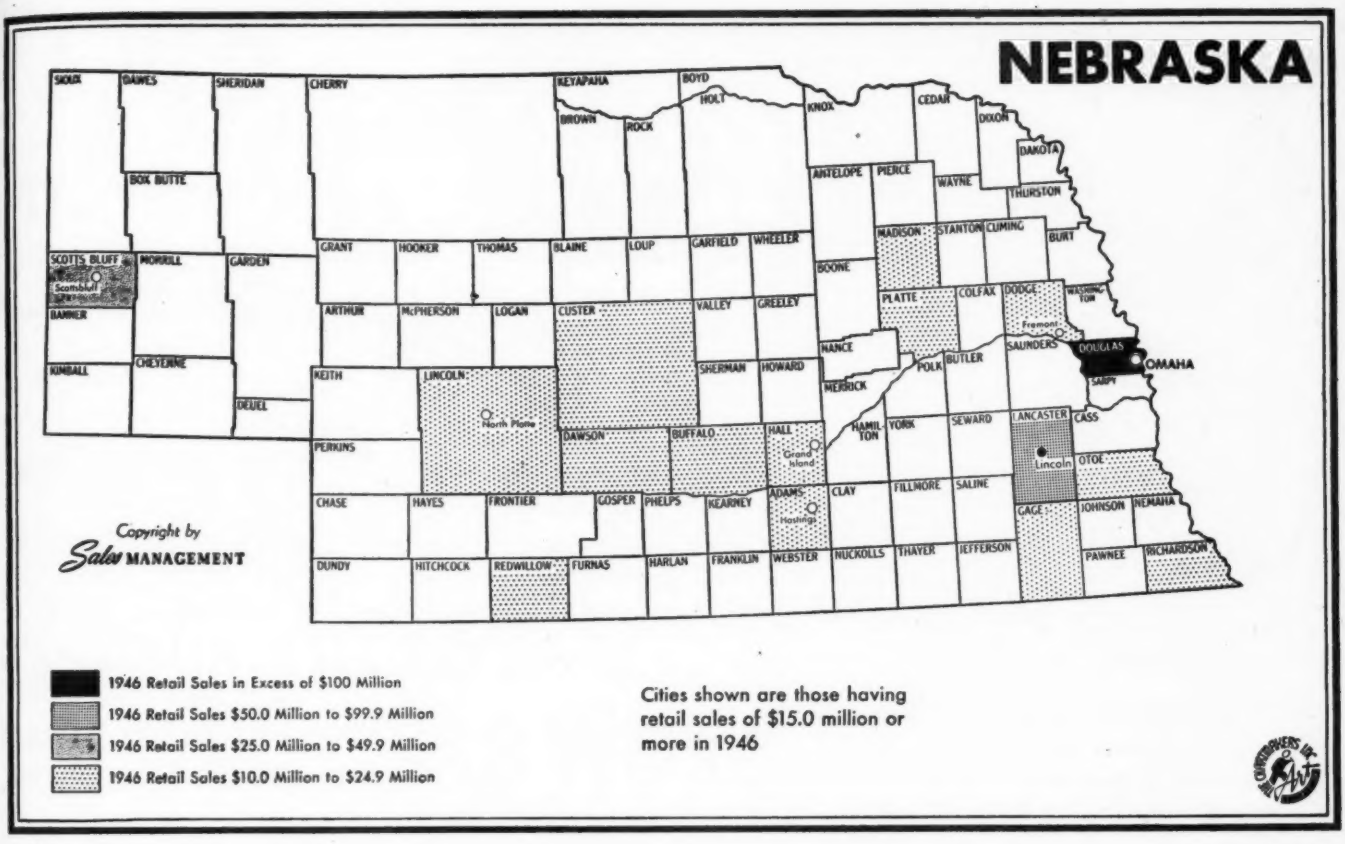
MINNESOTA



Cities shown are those having retail sales of $15.0 million or more in 1946

- 1946 Retail Sales in Excess of $100 Million
- 1946 Retail Sales $50.0 Million to $99.9 Million
- 1946 Retail Sales $25.0 Million to $49.9 Million
- 1946 Retail Sales $10.0 Million to $24.9 Million

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NEBRASKA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Banner	1.3	.0009	.4	155	.0001	58	*	*	*		1,216	.0007	935	3,040	F	85.6	.0006	67
Blaine	1.3	.0009	.5	662	.0005	113	*	*	*		986	.0005	758	1,972	F	71.3	.0006	67
Boone	10.8	.0074	2.8	7,406	.0057	1,686	388	203	151		10,791	.0057	999	3,854	B	60.1	.0060	81
Box Butte	12.9	.0088	3.8	13,473	.0103	2,933	1,769	405	451		17,141	.0091	1,329	4,511	C	30.0	.0094	107
Boyd	5.4	.0037	1.5	4,033	.0031	681	27	68	*		5,606	.0029	1,038	3,737	E	62.3	.0031	84
Brown	5.2	.0035	1.5	4,849	.0037	977	457	136	*		6,023	.0032	1,158	4,015	E	52.5	.0034	97
Buffalo	26.0	.0178	7.8	24,195	.0185	3,939	2,514	686	1,026		25,935	.0138	998	3,325	B	39.6	.0160	90
Kearney	12.3	.0084	2.9	17,154	.0132	2,663	*	438	776	H	15,586	.0082	1,267	5,374	.....	.....	.0097	115
Burt	11.6	.0079	3.3	9,196	.0071	1,983	387	248	303		12,022	.0063	1,036	3,643	B	57.6	.0068	86
Butler	11.6	.0079	3.4	6,121	.0047	1,558	511	112	34		9,942	.0053	857	2,924	B	61.1	.0056	71
Cass	16.0	.0109	4.8	8,814	.0067	2,480	207	270	159		14,101	.0075	881	2,938	B	46.1	.0079	72
Cedar	14.1	.0097	3.6	9,144	.0070	2,041	152	224	321		11,995	.0063	851	3,332	B	63.5	.0072	74
Chase	4.8	.0032	1.3	5,425	.0042	921	290	180	99		5,882	.0031	1,225	4,525	D	58.2	.0035	109
Cherry	7.3	.0050	2.0	7,632	.0058	1,361	180	225	*		9,338	.0050	1,279	4,669	B	60.4	.0052	104
Cheyenne	10.3	.0071	2.7	10,535	.0081	2,068	954	292	*		14,495	.0076	1,407	5,369	B	46.1	.0077	106
Clay	10.4	.0071	3.3	4,937	.0038	1,007	82	135	72		9,329	.0050	897	2,827	C	55.2	.0051	72
Colfax	9.9	.0067	2.9	8,414	.0064	1,588	483	158	121		12,482	.0066	1,261	4,304	B	57.1	.0066	99
Cuming	12.4	.0085	3.3	10,413	.0080	1,628	1,189	247	79		15,532	.0082	1,253	4,707	A	63.5	.0082	96
Custer	18.6	.0127	5.3	15,837	.0121	4,549	981	528	402		23,625	.0125	1,270	4,458	B	61.3	.0124	98
Dakota	9.0	.0061	2.5	5,059	.0039	1,799	*	136	22		6,578	.0035	731	2,631	C	42.6	.0040	68
Dawes	10.4	.0071	3.1	10,848	.0083	2,479	539	315	493		14,979	.0079	1,440	4,832	D	32.7	.0079	111
Dawson	17.0	.0116	4.8	20,454	.0157	3,825	1,561	641	378		22,841	.0121	1,344	4,759	A	48.3	.0131	113
Deuel	3.4	.0023	.8	3,101	.0024	481	*	135	*		3,498	.0019	1,029	4,373	D	53.4	.0021	91
Dixon	9.8	.0066	2.8	5,720	.0043	1,218	125	135	170		9,226	.0048	961	3,548	B	61.9	.0050	76
Dodge	26.4	.0180	7.9	29,308	.0225	5,172	2,211	709	970		33,886	.0180	1,284	4,289	B	32.8	.0194	108
Fremont	17.2	.0118	5.3	22,216	.0170	4,095	*	505	837	H	23,145	.0123	1,346	4,367	.....	.....	.0136	115

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 19.

WOW Alone GIVES YOU



31%* of the **OUTSTATE** audience in this area

plus **35%**** of the **OMAHA AUDIENCE**

A New Outstate Survey—16,000 Calls in Seven Areas 65 to 150 miles Distant From Omaha in All Directions *gives* **WOW 87% MORE AUDIENCE THAN THE SECOND STATION!**

Get the FACTS...Write For New WOW Coverage Data

*All-Rated Periods Conlan. Survey, Dec. 1948 **All-Rated Periods Jan.-Feb., 1949 Hoopers

RADIO WOW, INC., OMAHA *The Leader for 26 Years* JOHN J. GILLIN, JR., PRESIDENT JOHN BLAIR & CO., REPRESENTATIVES

NEBRASKA — (Continued)

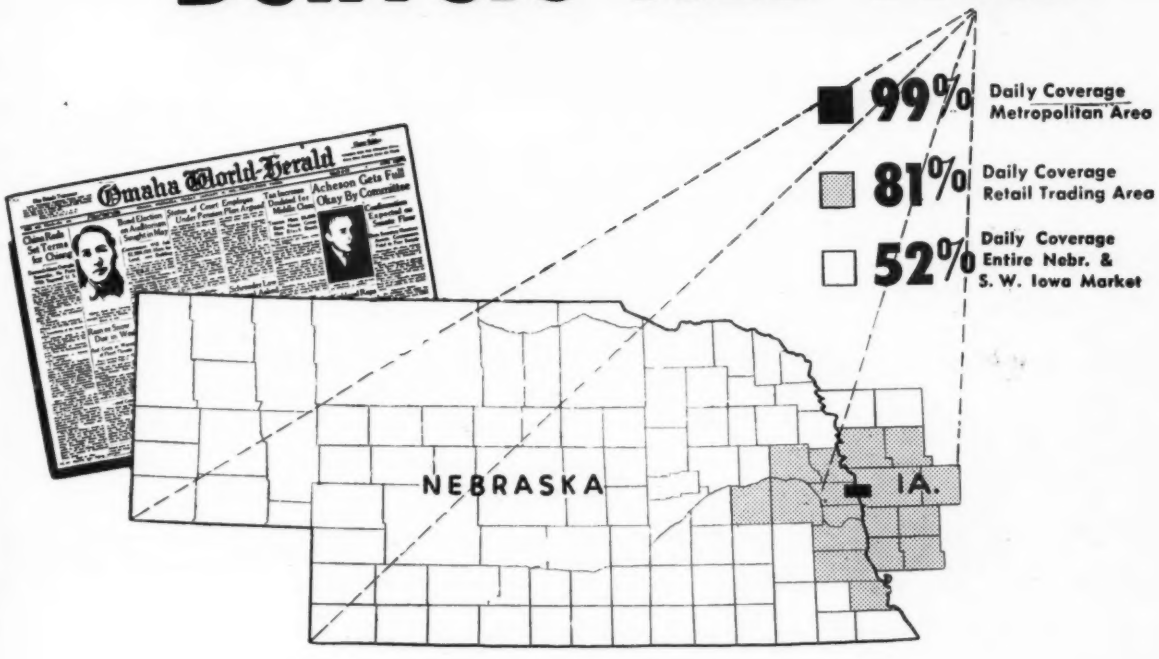
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S.A. Potential	Quality of Market Index
Douglas.....85	290.0	.1981	67.0	366,951	.2811	84,052	50,733	11,746	24,612	.....	539,110	.2854	1,859	6,133	B	2.7	.2667	135
▲Omaha.....	268.8	.1834	61.4	357,231	.2736	82,077	50,405	11,638	*	B	513,139	.2716	1,909	6,304	.....	.....	.2546	139
Dundy.....	4.4	.0030	1.2	3,425	.0026	539	*	*	56	.....	4,108	.0021	933	3,422	D	57.1	.0024	80
Fillmore.....	10.4	.0071	3.3	6,257	.0048	1,615	413	315	106	.....	9,915	.0053	953	3,005	B	56.8	.0055	77
Franklin.....	6.8	.0046	2.1	4,346	.0033	1,303	*	135	*	.....	8,955	.0047	1,317	4,264	C	59.5	.0043	93
Frontier.....	5.4	.0037	1.5	3,320	.0026	652	152	90	50	.....	5,746	.0031	1,064	3,831	C	66.6	.0031	84
Furnas.....	8.5	.0058	2.7	7,320	.0056	1,828	82	292	79	.....	11,441	.0060	1,346	4,237	B	51.2	.0058	100
Gage.....	29.4	.0201	8.9	24,070	.0184	5,866	2,418	956	1,045	.....	34,720	.0184	1,181	3,901	B	40.8	.0187	93
Beatrice.....	13.4	.0092	4.3	17,331	.0133	3,797	2,203	776	799	H	18,853	.0100	1,407	4,384	.....	.....	.0108	117
Garden.....	3.9	.0026	1.1	2,469	.0019	780	*	68	*	.....	4,741	.0025	1,216	4,310	C	66.6	.0023	88
Garfield.....	3.0	.0021	.8	2,312	.0018	510	*	*	*	.....	2,823	.0015	941	3,529	E	60.4	.0016	76
Gosper.....	2.9	.0020	.7	1,512	.0011	289	*	*	*	.....	3,134	.0017	1,081	4,477	E	67.8	.0016	80
Grant.....	1.3	.0008	.3	1,721	.0014	1,190	*	*	*	.....	1,161	.0008	893	3,870	F	54.9	.0009	113
Greeley.....	5.8	.0039	1.5	3,459	.0026	680	*	157	*	.....	5,735	.0030	1,024	3,823	D	63.2	.0031	79
Hall.....	31.8	.0217	9.6	38,421	.0294	7,782	6,424	968	1,724	.....	49,004	.0260	1,541	5,105	B	22.1	.0262	121
Grand Island....	25.1	.0171	7.8	35,424	.0271	.....	4,287	899	*	G	42,275	.0224	1,684	5,420	.....	.....	.0228	133
Hamilton.....	8.8	.0060	2.7	5,198	.0040	1,531	414	157	129	.....	8,050	.0042	915	2,981	B	62.1	.0045	75
Harlan.....	6.0	.0041	1.7	3,633	.0028	949	234	91	121	.....	4,255	.0023	709	2,503	C	55.5	.0028	68
Hayes.....	2.6	.0018	.6	557	.0004	28	*	*	*	.....	1,756	.0009	675	2,927	F	79.0	.0009	50
Hitchcock.....	5.7	.0038	1.6	3,999	.0031	836	83	135	34	.....	5,362	.0029	941	3,351	D	55.5	.0031	82
Holt.....	14.2	.0097	3.8	10,535	.0080	2,124	636	247	216	.....	12,710	.0067	895	3,345	B	60.4	.0077	79
Hooker.....	1.3	.0009	.4	2,487	.0019	166	*	*	*	.....	1,086	.0006	835	2,715	G	37.8	.0011	122
Howard.....	7.4	.0051	2.0	4,033	.0031	1,105	*	68	*	.....	6,051	.0032	818	3,026	C	67.9	.0036	71
Jefferson.....	14.0	.0095	4.3	12,622	.0097	2,961	*	439	639	.....	18,748	.0099	1,339	4,360	B	43.2	.0098	103

▲ See end of state "Metropolitan County Areas." *Withheld to avoid disclosure. Before using these figures, see explanation page 19.

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ONE Newspaper Delivers ALL THIS



To Omaha, all 93 counties in Nebraska, and ten counties in southwestern Iowa, The Omaha World-Herald is a community newspaper.

In this rich market, World-Herald advertisers last year blanketed an area that spends more than $1,350,000,000* annually on everything from apples to washers. Their messages were delivered to *every other family* in 103 counties.

You can reach this rich market — with an effective buying power of better than $2,075,000,000* — with advertising in *one* newspaper — The Omaha World-Herald, the paper that reaches and influences more than 237,000 Nebraska and southwestern Iowa families.

* Sales Management, 1948

AVAILABLE NOW!
5th Annual Edition
Omaha World-Herald
—Consumer Analysis

This complete study contains valuable information on buying habits and brand preferences of 90,900 greater Omaha families. Shows *what* they buy . . . and where they buy it.

Get your copy today. Please send request on your business letterhead to our national advertising department.

COVERS NEBRASKA AND S.W. IOWA

Omaha WORLD-HERALD

Owners and Operators of Radio Station KOWH and Nebraska's Pioneer FM Station KOAD

National Representatives, O'Mara and Ormsbee, Inc.
New York, Chicago, Detroit, Los Angeles, San Francisco

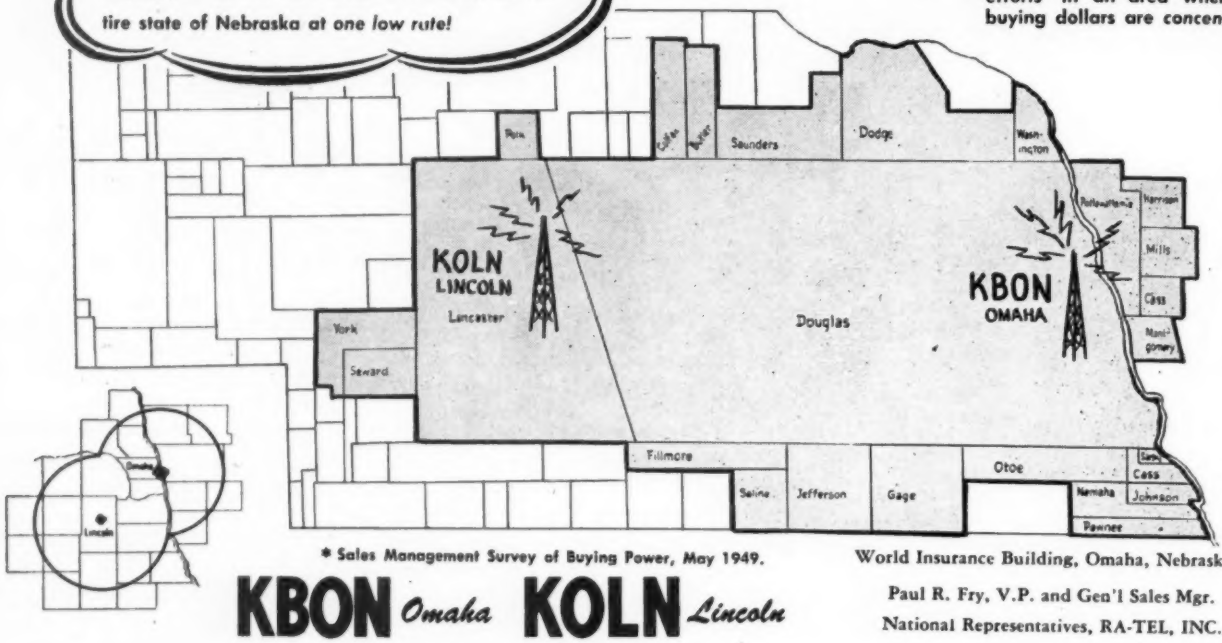
Net Paid Circulation Average, March, 1949—Daily, 237,799—Sunday, 242,088

60% of the Buying Power 81% of the Radio Homes 1 Low Rate

Two "Hometown Stations" . . . the best package salesman in Nebraska. Reach a billion dollar market . . . an area with the equivalent of 60% of the buying power, 81% of the radio homes of the entire state of Nebraska at *one low rate!*

WE'VE DISTORTED OUR MAP TO GIVE YOU A TRUE PICTURE!

It Shows coverage by buying income, not by square miles. When you sell with KBON and KOLN you *concentrate* your efforts in an area where the buying dollars are *concentrated*



* Sales Management Survey of Buying Power, May 1949.

KBON *Omaha* **KOLN** *Lincoln*

World Insurance Building, Omaha, Nebraska.

Paul R. Fry, V.P. and Gen'l Sales Mgr.

National Representatives, RA-TEL, INC.

NEBRASKA — (Continued)

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COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Johnson	7.6	.0052	2.3	4,729	.0036	977	318	181	*		7,281	.0038	958	3,166	C	58.0	.0040	77
Kearney	6.3	.0043	1.8	3,547	.0027	1,417	234	135	103		5,970	.0032	948	3,317	C	57.6	.0032	74
Keith	6.5	.0045	1.7	10,483	.0081	1,714	*	224	223		6,754	.0036	1,039	3,973	C	37.5	.0051	113
Keya Paha	2.5	.0017	.6	800	.0006	241	*		*		1,944	.0010	778	3,240	E	75.6	.0010	59
Kimball	3.8	.0026	1.1	3,895	.0030	780	*	135	*		4,456	.0024	1,173	4,051	D	50.0	.0026	100
Knox	14.8	.0101	4.2	8,745	.0067	2,154	83	270	53		11,252	.0059	760	2,679	B	64.9	.0070	69
Lancaster 65	108.0	.0737	33.8	138,354	.1060	29,153	28,037	4,383	5,046		182,158	.0965	1,687	5,389	B	10.7	.0948	129
▲Lincoln	99.5	.0679	32.2	132,127	.1012	27,506	28,037	4,321	*	E	168,454	.0892	1,693	5,231			.0885	130
Lincoln	27.8	.0190	7.8	30,930	.0236	5,837	2,928	934	1,097		30,381	.0160	1,093	3,895	B	32.7	.0189	99
North Platte	17.6	.0121	5.2	25,858	.0195	4,789	2,928	790	1,097	H	21,541	.0114	1,224	4,143			.0141	117
Logan	1.4	.0009	.4	973	.0008	354	*	*	*		1,702	.0009	1,216	4,255	F	68.4	.0009	100
Loup	1.6	.0011	.6	487	.0004	*	*	*	*		1,078	.0006	674	1,797	F	78.5	.0006	55
McPherson	1.0	.0007	.3	280	.0002	*	*	*	*		837	.0004	837	2,790	F	82.7	.0004	57
Madison	23.9	.0163	7.0	25,567	.0195	4,648	3,191	529	1,348		27,209	.0145	1,138	3,887	B	31.7	.0164	101
Norfolk	12.5	.0085	3.8	19,175	.0147	3,372	3,135	338	1,272	H	16,869	.0089	1,350	4,439			.0106	125
Merrick	8.7	.0059	2.6	6,466	.0050	1,558	235	203	106		9,711	.0051	1,116	3,735	B	53.2	.0052	88
Morrill	8.3	.0057	2.1	6,694	.0051	1,827	483	270	284		8,334	.0044	1,004	3,969	B	58.6	.0049	86
Nance	6.5	.0044	1.7	3,999	.0031	1,191	207	112	132		6,389	.0034	983	3,758	C	62.4	.0035	80
Nemaha	9.9	.0068	3.0	8,623	.0066	2,337	511	461	170		13,169	.0070	1,330	4,390	B	51.7	.0068	100
Nuckolls	9.0	.0061	2.7	6,450	.0049	1,941	414	270	322		9,711	.0051	1,079	3,597	B	49.4	.0052	85
Otoe	16.6	.0114	4.9	14,934	.0115	3,642	1,713	461	466		19,207	.0102	1,157	3,920	B	46.7	.0108	95
Pawnee	6.9	.0047	2.0	4,537	.0034	1,134	180	247	30		6,497	.0034	942	3,249	C	63.8	.0037	79
Perkins	4.8	.0033	1.3	4,903	.0038	949	290	135	*		5,533	.0029	1,153	4,256	C	61.8	.0033	100

▲ See end of state "Metropolitan County Areas." *Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

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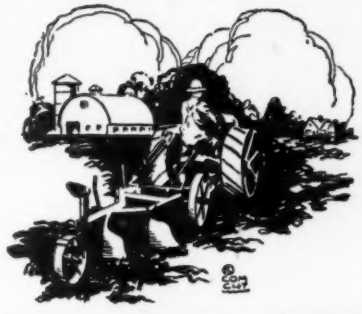
KBRL

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Wheat + Corn + Cattle + Irrigation + Reclamation = *Guaranteed Prosperity*



Top notch programming, promotion and community service have won KBRL a guaranteed audience of customers for your product in this prosperous farm area. KBRL, the Voice of this rich Nebraska-Kansas agricultural area, can serve you—and serve you effectively—morning, noon and night.



KBRL 1450 KC — MUTUAL — KEYSTONE McCook, Neb.

"In the heart of the golden grain area"

NEBRASKA — (Continued)

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COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
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Phelps	7.8	.0053	2.5	8,622	.0066	1,956	*	224	401		11,467	.0061	1,470	4,587	B	46.2	.0061	115
Pierce	8.9	.0061	2.3	6,362	.0049	1,007	263	157	133		8,118	.0043	912	3,530	B	64.2	.0048	79
Platte	20.3	.0138	5.2	16,655	.0127	3,669	1,685	506	409		20,180	.0107	994	3,881	B	47.4	.0119	88
Columbus	9.5	.0065	2.7	13,256	.0101	2,991	*	417	398	H	11,018	.0058	1,160	4,081	.....	.....	.0072	111
Polk	7.6	.0052	2.3	4,207	.0033	893	125	203	72		6,227	.0033	819	2,707	B	61.3	.0037	71
Redwillow	12.1	.0083	3.5	14,986	.0114	3,018	*	417	579		18,180	.0096	1,502	5,194	C	29.6	.0099	119
McCook	8.7	.0059	2.6	13,023	.0100	2,309	1,976	338	*	H	13,600	.0072	1,563	5,231	.....	.....	.0078	132
Richardson	16.9	.0115	4.8	15,751	.0121	3,556	1,906	596	609		19,086	.0101	1,129	3,976	B	45.7	.0109	95
Rock	3.3	.0023	.8	2,764	.0021	383	*	*	*		3,864	.0021	1,171	4,830	E	63.9	.0021	91
Saline	13.9	.0094	4.6	10,344	.0079	2,550	388	382	364		14,284	.0075	1,028	3,101	B	51.4	.0080	85
Sarpy	12.1	.0083	3.4	4,137	.0032	836	*	45	*		7,713	.0041	637	2,269	B	32.8	.0047	57
Saunders	18.0	.0123	5.3	12,256	.0094	2,990	580	292	450		18,560	.0098	1,031	3,502	B	60.3	.0102	83
Scotts Bluff	37.2	.0254	10.0	46,144	.0353	7,509	4,393	1,250	2,276		50,579	.0268	1,360	5,058	A	38.0	.0291	115
Scottsbluff	16.5	.0113	4.6	28,379	.0218	4,732	3,826	664	*	H	22,962	.0122	1,392	4,992	.....	.....	.0149	132
Seward	12.5	.0085	3.6	8,483	.0065	2,282	483	180	283		13,169	.0070	1,054	3,658	B	57.6	.0072	85
Sheridan	9.4	.0064	2.6	10,935	.0084	2,112	663	315	137		10,819	.0057	1,151	4,161	B	54.3	.0067	105
Sherman	6.3	.0043	1.7	3,424	.0026	921	180	113	*		5,362	.0028	851	3,154	D	62.6	.0030	70
Sioux	3.3	.0023	.8	869	.0007	241	*	*	*		2,053	.0011	622	2,566	C	78.1	.0012	52
Stanton	6.1	.0042	1.5	2,764	.0021	780	*	90	*		4,472	.0024	733	2,981	B	71.4	.0027	64
Thayer	11.3	.0077	3.3	8,328	.0064	2,096	318	270	333		10,955	.0058	969	3,320	B	49.9	.0064	83
Thomas	1.3	.0009	.5	1,008	.0008	289	*	*	*		1,378	.0007	1,060	2,756	F	53.8	.0008	89
Thurston	8.4	.0057	2.1	5,198	.0039	893	*	180	*		7,550	.0040	899	3,595	B	60.5	.0043	75
Valley	7.3	.0050	2.2	4,903	.0038	1,047	456	157	91		8,631	.0035	908	3,014	C	57.6	.0039	78
Washington	10.4	.0071	2.9	8,571	.0050	1,502	*	157	*		9,847	.0052	947	3,396	B	58.8	.0055	77
Wayne	9.0	.0061	2.5	6,919	.0053	1,531	664	113	125		9,595	.0051	1,066	3,838	B	61.2	.0054	89
Webster	6.9	.0047	2.1	5,355	.0041	1,360	261	135	*		7,605	.0040	1,102	3,621	C	58.9	.0042	89
Wheeler	1.7	.0012	.4	504	.0004	156	*	*	*		892	.0005	525	2,230	E	74.2	.0006	50
York	13.7	.0093	4.2	12,484	.0096	2,635	1,133	338	*		17,235	.0091	1,258	4,104	B	49.5	.0093	100
Total Above Cities	523.9	.3576	159.7	706,125	.5409	143,862	100,846	21,832	5,179		904,082	.4786	1,726	5,661	.....	.....	.4731	132
State Total	1,314.2	.8971	384.2	1,276,204	.9775	279,616	136,807	38,583	52,518		1,739,413	.9208	1,324	4,527	.....	37.4	.9331	104

NEBRASKA — Metropolitan County Areas

Lincoln 65	108.0	.0737	33.8	138,354	.1060	29,153	28,037	4,383	5,048		182,158	.0965	1,687	5,389	.....	.....	.0948	129
Omaha, Neb.-Council Bluffs, Iowa 85	358.9	.2452	108.2	430,165	.3295	99,573	56,603	13,975	26,785		633,781	.3355	1,766	5,857	.....	.....	.3157	129

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 19.

In Baltimore the
BIGGEST BARGAIN
in radio is
W-I-T-H
the big independent with
the big audience

W-I-T-H delivers more listeners-per-dollar than any other station in town.

W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area.

See your Headley-Reed man today for the full story about Radio Station W-I-T-H.



W-I-T-H
AM Baltimore Maryland FM

Tom Tinsley, *President* • *Represented by* Headley-Reed

South Atlantic States

MARYLAND

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City	County	City	County	City	County
Annapolis	Anne Arundel	Cumberland	Allegany	Hagerstown	Washington
Baltimore	Baltimore	Easton	Talbot	Hyattsville	Prince Georges
Cambridge	Dorchester	Frederick	Frederick	Salisbury	Wicomico

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Allegany	98.5	.0672	27.3	79,816	.0612	24,413	8,374	2,069	6,418		121,746	.0644	1,236	4,460	F	3.3	.0640	95
Cumberland	46.7	.0318	13.3	61,033	.0467	16,364	7,074	1,784	5,485	F	71,217	.0377	1,525	5,355	.....	.....	.0393	124
Anne Arundel....11	84.7	.0578	23.3	48,053	.0368	16,346	2,085	1,349	1,812		101,973	.0540	1,204	4,377	C	12.1	.0498	88
Annapolis	15.0	.0103	4.4	29,552	.0226	8,641	*	1,009	*	H	23,470	.0124	1,565	5,334	.....	.....	.0150	146
†Baltimore.....11	1,177.0	.8034	325.1	1,222,323	.9363	317,127	248,349	36,310	68,274		1,620,120	.9635	1,546	5,599	B	8.7	.9232	115
▲Baltimore	975.0	.6656	286.2	1,144,095	.8763	295,348	241,264	33,384	67,378	B	1,506,419	.7975	1,545	5,264	.....	.....	.7948	119
Calvert	11.9	.0082	3.0	5,766	.0044	2,033	*	*	*		8,653	.0046	727	2,884	D	53.7	.0053	65
Caroline	18.9	.0129	5.8	11,855	.0091	3,506	537	339	38		18,579	.0098	983	3,203	B	42.8	.0102	79
Carroll	44.1	.0301	13.2	26,983	.0207	6,085	1,582	657	185		47,844	.0254	1,035	3,625	B	32.8	.0249	83
Cecil	29.6	.0202	8.4	17,894	.0137	6,059	413	270	71		28,227	.0149	954	3,360	D	25.9	.0156	77
Charles	20.5	.0140	5.0	9,390	.0072	2,641	523	*	22		12,471	.0066	608	2,494	D	41.6	.0083	59
Dorchester	29.6	.0202	8.7	19,762	.0151	6,302	1,596	469	207		28,270	.0150	955	3,249	C	25.5	.0161	80
Cambridge	12.6	.0086	3.9	15,099	.0116	3,697	1,403	*	207	H	14,252	.0075	1,131	3,654	.....	.....	.0090	105
Frederick	61.9	.0422	17.2	48,532	.0372	11,338	4,340	967	2,625		73,056	.0386	1,180	4,247	B	28.4	.0388	92
Frederick	20.0	.0137	6.0	30,963	.0238	6,729	4,123	786	1,780	H	28,920	.0153	1,446	4,820	.....	.....	.0175	128
Garrett	24.7	.0169	5.9	12,017	.0092	2,477	633	164	7		15,270	.0081	618	2,588	E	35.4	.0102	60
Harford	42.1	.0287	12.1	26,623	.0204	6,848	825	737	62		42,756	.0226	1,016	3,534	B	25.1	.0232	81
Howard	19.3	.0132	4.9	13,201	.0101	3,835	385	188	72		17,560	.0093	910	3,584	D	31.7	.0103	78
Kent	14.5	.0099	4.6	12,352	.0095	3,507	*	339	71		17,306	.0092	1,194	3,762	D	40.4	.0094	95
Montgomery....131	120.6	.0823	34.5	89,671	.0687	20,281	2,037	2,390	206		200,899	.1064	1,666	5,823	B	10.6	.0903	110
Prince Georges..131	130.5	.0891	34.2	67,559	.0517	21,811	1,362	1,558	206		119,422	.0632	915	3,492	B	12.6	.0649	73
Hyattsville	14.0	.0095	3.8	14,187	.0108	2,667	510	514	83	F	13,511	.0071	965	3,556	.....	.....	.0087	92
Queen Annes	15.4	.0105	4.7	8,541	.0065	2,375	358	164	44		11,961	.0063	777	2,545	C	47.9	.0072	69
St. Marys	22.5	.0154	5.3	6,911	.0053	3,151	248	*	*		9,937	.0052	442	1,875	D	53.3	.0073	47

† Baltimore County combined with independent city of Baltimore.

*Withheld to avoid disclosure.

▲ See end of state "Metropolitan County Areas."

Before using these figures, see explanation page 19.

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LOOK before you leap INTO BALTIMORE

LOOK — at Baltimore's 343,654 City Zone families . . . 30.4% increase since 1940, proof that Baltimore is the fastest growing market in the East.*

LOOK — how the News-Post reaches 57.6% or 197,865 of these families, more than any other daily newspaper. Total net paid 228,228.

LOOK — Food Advertisers! The News-Post contains Baltimore's leading Food Section — key to this 351 million dollar food market. Because more women read the News-Post than any other paper, it will pay you to . . .

LOOK TO THE

Baltimore News-Post

First in Circulation in the 6th Largest City

A HEARST NEWSPAPER — REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE

*ABC City Zone based upon Bureau of Census 1947 Surveys for Metropolitan Districts. Among the ten largest markets in the U.S., Baltimore's rate of growth is the largest in the country. (Excluding two West Coast cities.)

SALES ARE HIGHER IN HAGERSTOWN

Retail sales per capita in Hagerstown were $1,240 for 1948 — 39% above the national average and *19% higher than the average for the nation's metropolitan county areas.* **Combine this fact with Hagerstown's Quality of Market Index of 119 (19% above the U. S. average), and you have conclusive evidence of a market offering superior sales results for every advertising dollar you invest in the *Hagerstown Herald* and *Mail*.**

A diversified market strategically located in central Maryland and completely "home reached" by these two newspapers, *Hagerstown* has outstanding qualifications for *testing* as well as for regular sales-producing campaigns.

BURKE, KUIPERS & MAHONEY, INC.
National Representatives

Hagerstown Md.
HERALD·MAIL

MARYLAND — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Somerset	21.8	.0148	6.5	8,990	.0069	3,835	578	317	55		15,524	.0083	712	2,388	B	32.3	.0092	62
Talbot	19.5	.0134	6.0	19,850	.0152	4,828	1,430	1,043	54		24,431	.0129	1,253	4,072	D	28.6	.0137	102
Easton	5.0	.0034	1.7	13,220	.0102	2,605	1,252	809	40		7,125	.0038	1,425	4,191			.0056	165
Washington	75.0	.0512	21.5	60,972	.0467	14,476	6,778	1,434	3,949		90,325	.0478	1,204	4,201	B	15.7	.0482	94
Hagerstown	39.4	.0269	11.9	48,839	.0374	10,613	6,668	1,335	3,650	G	57,854	.0306	1,468	4,862			.0319	119
Wicomico	38.8	.0264	12.2	36,997	.0283	7,141	4,898	996	407		49,118	.0260	1,266	4,026	B	26.3	.0268	102
Salisbury	17.4	.0119	5.3	31,781	.0243	5,500	*	*	*		22,396	.0119	1,287	4,226			.0156	131
Worcester	22.5	.0154	7.0	22,351	.0171	4,344	2,119	422	58		28,249	.0150	1,256	4,036	B	39.9	.0157	102
Total Above Cities	1,145.1	.7817	336.5	1,388,769	1.0637	352,164	262,294	39,621	78,623		1,745,164	.9238	1,524	5,192			.9374	120
State Total	2,143.9	1.4634	596.4	1,876,479	1.4373	494,739	290,763	52,663	85,019		2,903,697	1.5371	1,354	4,869		9.9	1.4924	102

MARYLAND — Metropolitan County Area

Baltimore 11	1,281.7	.8612	348.4	1,270,376	.9731	333,473	250,434	37,659	70,086		1,922,093	1.0175	1,523	5,517			.9728	113

DELAWARE — Counties and Cities

City	County
Dover	Kent
Wilmington	New Castle

Kent	34.2	.0233	10.8	25,687	.0197	6,366	1,273	436	1,086		34,289	.0182	1,003	3,175	B	33.9	.0197	85
Dover	7.0	.0047	2.3	14,392	.0110	2,255	881	277	535	H	7,180	.0038	1,026	3,122			.0061	130
New Castle 135	208.5	.1410	58.2	193,881	.1485	53,076	16,888	4,560	12,335		315,727	.1672	1,529	5,425	C	4.1	.1564	111
▲Wilmington	127.5	.0871	36.9	161,072	.1234	43,324	16,518	4,105	12,091	C	232,263	.1229	1,822	6,294			.1159	133

▲ See end of state "Metropolitan County Areas." *Withheld to avoid disclosure. Before using these figures, see explanation page 19.

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IT MAY SOUND REPETITIOUS, BUT . . .

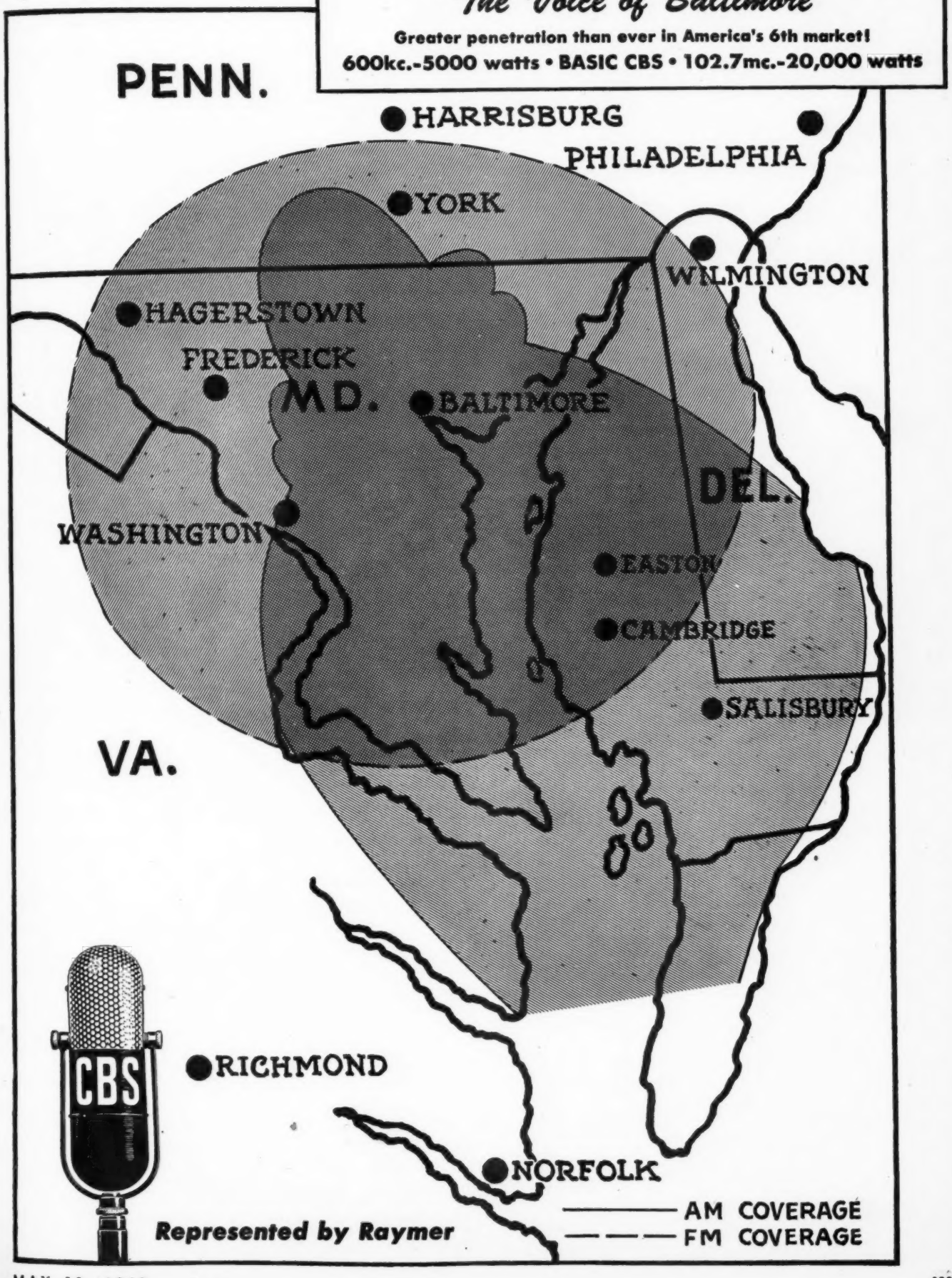
Have you read the explanation prefacing the Survey of Buying Power? It appears on page 19 and following pages, and really will save you lots of time. It identifies sources of all figures and contains all comment necessary to a complete understanding of the use of all County and City figures.

WCAO AND WCAO-FM

"The Voice of Baltimore"

Greater penetration than ever in America's 6th market!

600kc.-5000 watts • BASIC CBS • 102.7mc.-20,000 watts



Represented by Raymer

Delaware's Home Owned & Operated Station

WAMS

1,000 WATTS - MUTUAL NETWORK

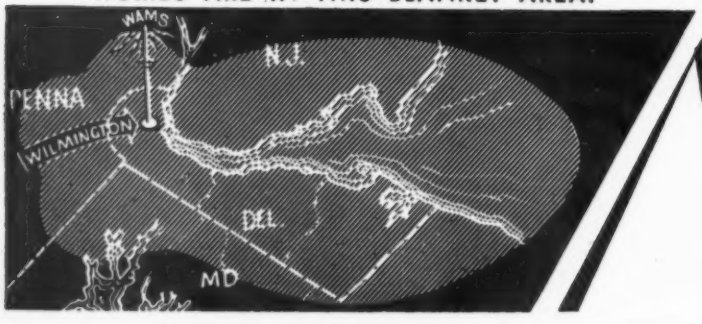
Wilmington, Delaware

35th LARGEST WHOLESALE MARKET IN THE U.S.A.

DAY and NIGHT

1380 KC

The only Delaware station with a directional antenna pattern *Designed* to blanket the 53rd Metropolitan Area in the United States. 1000 watts, 6 miles northwest of Wilmington is *Directionally beamed* southeast to radiate 5000 - 6000 watts over the entire Wilmington Area, Downstate Delaware, *PLUS* Southern New Jersey and parts of Maryland and Pennsylvania. 301,162 RADIO HOMES ARE IN THIS BLANKET AREA.



Plus

Budget Buy

WAMS-FM

20,000 Watts

96.1 MCS

18,000 Homes F M Equipped. The only FM station on the air.

WHY PAY FOR COVERAGE THAT IS WASTED?

***Buy* WAMS**

George L. Sutherland, *Vice Pres. and General Mgr.*

REPRESENTED NATIONALLY BY

WEED & COMPANY

DELAWARE — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (In thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Sussex	58.3	.0398	17.8	48,195	.0389	8,737	1,425	764	1,641	.....	54,081	.0286	928	3,038	A	35.6	.0333	84
Total Above Cities	134.5	.0918	39.2	175,484	.1344	45,579	17,399	4,382	12,626	.....	239,443	.1267	1,780	6,108	.....	.....	.1220	133
State Total	299.0	.2041	86.8	267,763	.2051	68,679	19,586	5,760	15,062	.....	404,097	.2140	1,351	4,655		13.7	.2094	103

DELAWARE — Metropolitan County Area

Wilmington.....135	252.5	.1724	71.8	233,236	.1787	61,914	18,341	5,370	14,017	.....	361,330	.1913	1,431	5,032	.....	.....	.1838	107

DISTRICT OF COLUMBIA

▲Washington, D. C.....131	873.9	.5965	238.8	976,790	.7482	227,060	166,528	44,160	49,743	.....	1,488,352	.7762	1,678	6,141	.....	0.2	.7319	123

▲ See end of state "Metropolitan County Areas."

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Before using these figures, see explanation page 19.

adv.

For market data of major Metropolitan Areas, see page 133.

IN WASHINGTON, D. C. ONLY THE TIMES-HERALD

Covers a Mass Market With Class Buying Power!

By "mass" we mean the 274,000 families who regularly read the Times-Herald—the largest audience of any paper in the nation's capital.

By "class" we mean that Times-Herald families in metropolitan Washington have incomes that exceed the average of families reached by newspapers of big circulation in other cities. Sales Management's Survey of Buying Power, for example, ranks Washington 4th in income per family among America's 12 largest cities.

So if you want to sell the greatest number of worthwhile prospects in Washington through one newspaper . . . at the lowest advertising cost-per-reader . . . do as other smart advertisers are doing—place your advertising in the Times-Herald.

Times Herald

WASHINGTON, D. C.

National Representative: Geo. A. McDevitt Co.



FIRST IN CIRCULATION FOR 11 STRAIGHT YEARS

The 2 best buys in Washington Radio

WWDC-AM

The town's red-hot, hard-hitting 24-hour station, famous for producing quick, profitable results.
Represented nationally by

Forjoe & Company

WWDC-FM

Transit Radio in public vehicles delivering a guaranteed audience close to point of sale.
Represented nationally by

Transit Radio, INC.

DISTRICT OF COLUMBIA — Metropolitan County Area

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

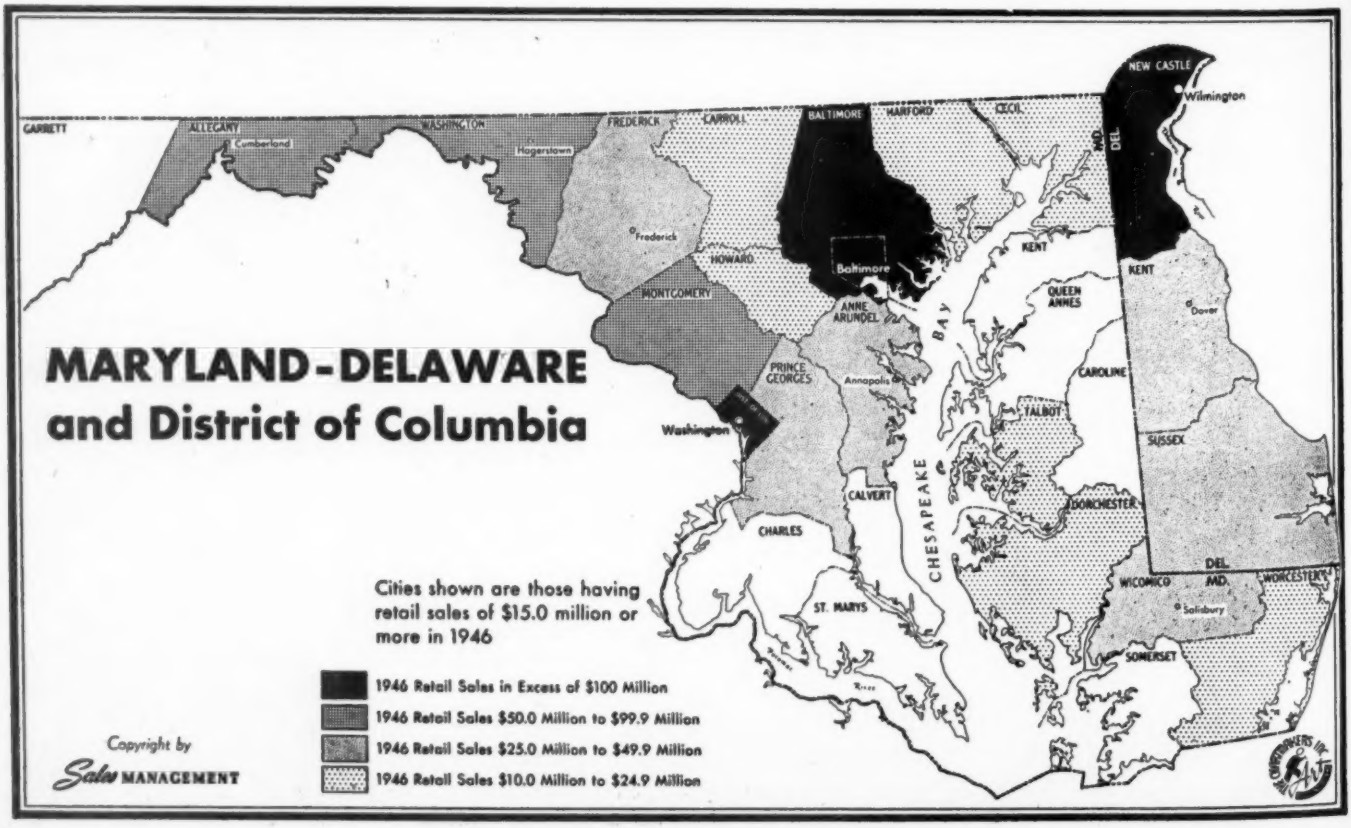
METROPOLITAN COUNTY AREA	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Washington.....131	1,386.2	.9462	384.2	1,261,075	.9659	306,420	176,911	52,819	54,559	.....	2,144,252	1.1351	1,547	5,581	.....	.....	1.0467	111

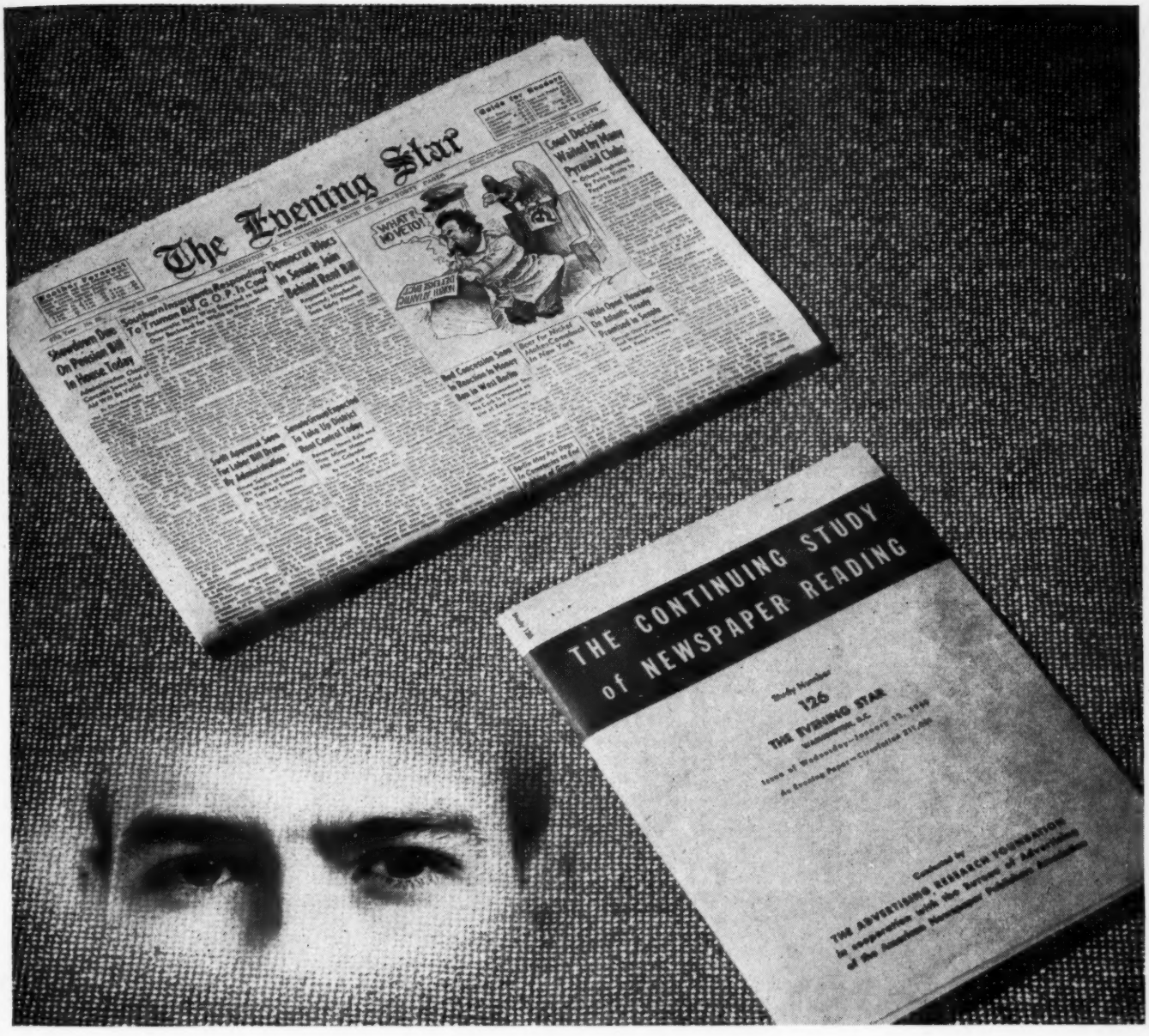
© SM, 1949.

Before using these figures, see explanation page 19.

VIRGINIA — Counties and Cities

City	County	City	County	City	County
Alexandria	Arlington	Harrisonburg	Rockingham	Richmond	Henrico
Bristol	Washington	Lynchburg	Campbell	Roanoke	Roanoke
Charlottesville	Albemarle	Martinsville	Henry	Staunton	Augusta
Covington	Alleghany	Newport News	Warwick	Suffolk	Nansemond
Danville	Pittsylvania	Norfolk	Norfolk	Winchester	Frederick
Fredericksburg	Spotsylvania	Petersburg	Dinwiddie		
Hampton	Elizabeth City	Portsmouth	Norfolk		





The Eyes of Washington Are On The Star

WASHINGTONIANS read The Star for its advertising as well as its editorial, news, and feature content. Latest proof is Study No. 126, The Evening Star, Continuing Study of Newspaper Reading*: "Both men's and women's scores for readership of national advertising in The Evening Star ranked among the highest recorded to date in the Continuing Study of Newspaper Reading." (One full page national ad *zoomed to top position* on the all-study list of top ranking Household advertisements.)

In the local category, 12 ads in the survey issue (Jan. 12, 1949) attained sufficiently high readership scores to rank among the all-study leaders in their respective categories; 16 local ads attained high enough Index ratings to place among the all-study leaders based on the Size-Equalizing Index.

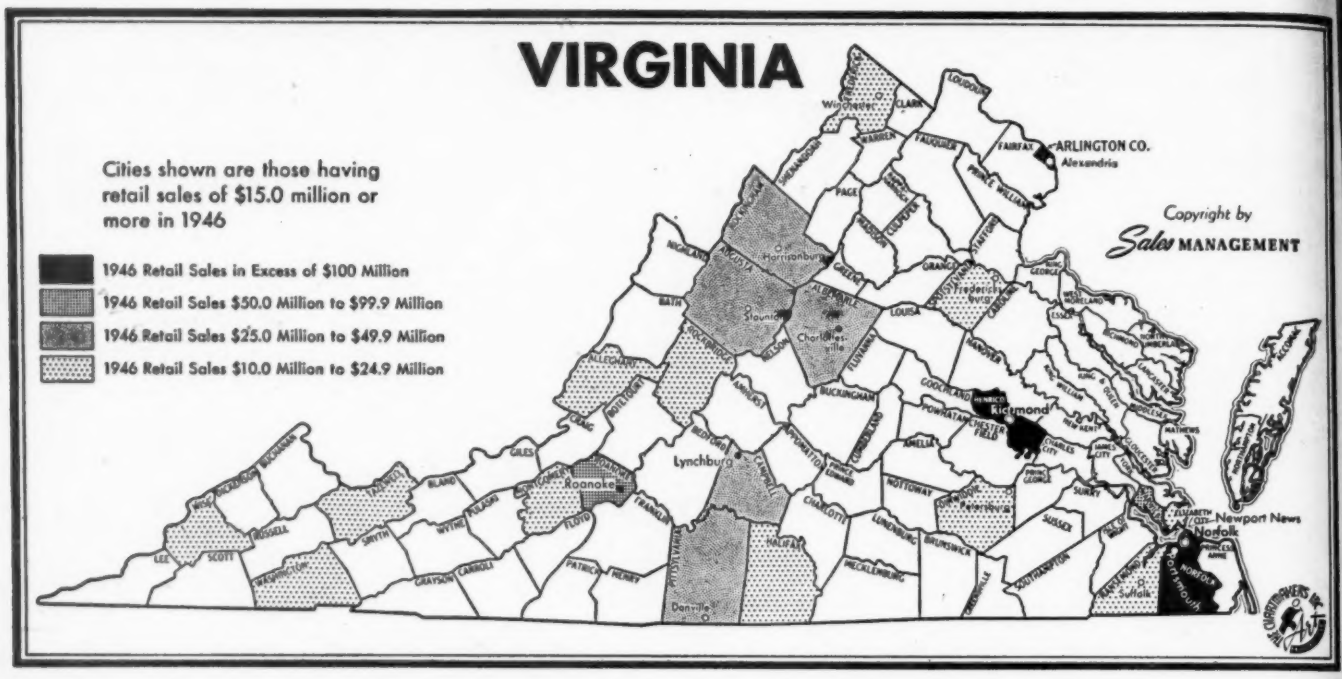
For readership, for coverage, for sales in Washington, choose the ad-dominant Star and *get results.*

The Washington Star

Evening and Sunday Morning Editions

Represented nationally by Dan A. Carroll, 110 E. 42nd St., NYC 17; The John E. Lutz Co., Tribune Tower, Chicago 11. *Member:* Bureau of Advertising ANPA, Metropolitan Group, American Newspaper Advertising Network, Inc.

* Conducted by The Advertising Research Foundation, Inc., in cooperation with the Bureau of Advertising of the American Newspaper Publishers Association.



VIRGINIA— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Accomac	27.8	.0189	8.2	11,058	.0085	3,934	388	292	634		16,484	.0087	593	2,010	B†	46.8	.0106	56
1Albemarle	44.5	.0304	10.7	47,648	.0365	10,058	4,873	1,648	2,064		49,304	.0261	1,108	4,608	C	48.6	.0300	99
Charlottesville	25.0	.0170	7.4	40,545	.0311	7,915	4,578	1,531	2,019	H	38,400	.0203	1,536	5,189			.0229	135
2Alleghany	26.1	.0178	6.2	23,593	.0180	6,023	2,757	761	1,844		29,661	.0157	1,136	4,784	G	8.9	.0167	94
Covington	7.7	.0053	1.9	13,094	.0100	3,113	1,956	421	1,511	H	6,766	.0036	879	3,561			.0059	111
Amelia	7.7	.0053	1.8	2,036	.0016	345	*	*	*		2,611	.0014	339	1,451	E	66.3	.0022	42
Amherst	18.0	.0123	4.3	4,734	.0036	1,700	*	*	*		7,432	.0039	413	1,728	E	38.9	.0055	48
Appomattox	8.0	.0054	1.9	4,145	.0032	432	*	*	*		7,345	.0039	918	3,868	F	58.3	.0040	74
3Arlington	131 196.9	.1344	59.9	114,778	.0879	33,037	6,843	4,694	4,368		327,197	.1732	1,662	5,462	G	0.5	.1399	104
Alexandria	72.0	.0491	20.3	55,324	.0424	14,631	5,492	2,030	3,369	E	106,640	.0565	1,481	5,253			.0508	103
4Augusta	62.5	.0427	15.5	44,763	.0343	8,357	4,561	1,229	2,937		56,859	.0301	910	3,668	B	27.5	.0339	79
Staunton	16.5	.0113	4.9	27,887	.0213	3,934	3,633	808	1,868	H	18,308	.0097	1,110	3,736			.0135	119
Bath	6.2	.0042	1.6	2,481	.0019	692	204	*	*		4,474	.0024	722	2,798	G	26.1	.0026	62
Bedford	24.0	.0164	6.9	8,922	.0068	2,003	711	188	321		13,815	.0073	576	2,342	D	50.9	.0090	58
Bland	6.2	.0042	1.4	975	.0008	143	*	*	*		2,430	.0013	392	1,738	F	55.7	.0017	40
Botetourt	14.2	.0097	3.5	4,474	.0034	1,109	115	117	*		7,432	.0039	523	2,123	E	44.1	.0049	51
Brunswick	17.7	.0121	3.9	6,725	.0051	1,441	483	117	*		11,118	.0059	628	2,851	C	60.3	.0069	57
Buchanan	34.0	.0232	8.6	8,692	.0067	1,787	1,334	117	585		14,324	.0078	421	2,170	G	27.3	.0105	43
Buckingham	11.9	.0081	2.7	2,639	.0020	432	*	*	*		5,089	.0027	428	1,885	F	55.4	.0036	44
5Campbell	162 74.7	.0510	17.2	69,034	.0529	13,393	11,370	2,287	5,017		77,677	.0411	1,040	4,518	E	35.9	.0468	91
◆Lynchburg	49.4	.0337	13.8	61,232	.0469	11,652	10,626	2,176	4,737	F	67,085	.0355	1,358	4,861			.0386	115
Caroline	11.8	.0081	2.8	4,059	.0031	1,138	115	*	*		6,596	.0035	559	2,356	E	47.0	.0043	53
Carroll	24.5	.0167	5.6	5,178	.0040	1,038	851	*	*		8,036	.0042	328	1,435	E	52.2	.0066	40
Charlotte	13.3	.0091	3.0	3,284	.0025	634	77	71	*		5,406	.0029	406	1,802	D	67.8	.0040	44
Charles City	4.5	.0031	1.0	559	.0004	172	*	*	*		1,757	.0009	390	1,757	G	33.1	.0012	39
Chesterfield	96 34.9	.0238	9.1	7,918	.0061	3,198	*	*	24		14,057	.0075	403	1,545	E	11.6	.0103	43
Clarke	8.5	.0044	1.7	4,215	.0032	1,138	394	188	*		6,528	.0034	1,004	3,840	E	47.2	.0035	80
Craig	3.5	.0024	.8	1,105	.0009	432	*	*	*		2,209	.0012	631	2,761	G	59.1	.0014	58
Culpeper	13.3	.0091	3.4	8,433	.0064	1,728	431	292	179		11,953	.0063	899	3,516	E	47.0	.0069	78
Cumberland	7.1	.0048	1.7	1,779	.0014	143	*	*	*		2,554	.0014	360	1,502	F	60.9	.0021	44
Dickenson	21.0	.0144	4.1	5,484	.0042	1,182	152	*	447		8,881	.0047	423	2,166	G	23.5	.0065	45

◆ See end of state "New Metropolitan County Areas."
1 Albemarle County combined with Charlottesville (independent city).
2 Alleghany County combined with Clifton Forge (independent city).
3 Arlington County combined with Alexandria (independent city).
4 Augusta County combined with Staunton (independent city).
5 Campbell County combined with Lynchburg (independent city).

*Withheld to avoid disclosure.
© SM, 1949.

Before using these figures, see explanation page 19.
† "% of Labor Force" figures for all Virginia Counties apply to the County only, and do not include the independent cities.

"these have been busy months -"

BUSINESS OFFICE: BARR BUILDING, WASHINGTON 6
Telephone STerling 0600

WOIC

WASHINGTON'S EYE ON THE WORLD

TELEVISION STATION WOIC • CHANNEL 9
40TH AND BRANDYWINE STREETS, N. W. WASHINGTON 16, D. C.
Telephone ORdway 7600

May 7, 1949

Mr. Theodore C. Streibert
President, Radio Station WOR
New York 18, N. Y.

Dear Ted:

We're now approaching the conclusion of our fourth month of operation here at Television Station WOIC. I believe you will be interested in a brief resume of our activities to date.

AUDIENCE BUILDING

WOIC...has developed a new local program every two weeks since going into operation. Every one of these shows has been sponsored within THIRTY days!

...has already started into a partial daytime program operation.

...has introduced Fulton Lewis, jr., to television with a daily news commentary.

SALES

WOIC...has over THIRTY local and THIRTY national advertisers now selling their products or services via Washington's Channel 9.

In addition to the above, WOIC has provided coverage of the Presidential Inauguration, Easter Sunrise Service and other Washington events for the CBS Television Network.

As you can see, these have been busy months - but no more so than those ahead.

Good luck and smooth sailing when you launch our sister station, WOR-TV, New York, onto television's rapidly calming waters.

Regards,

Eugene S. Thomas
General Manager

EST/h

BRINGING YOU THE PROGRAMS OF THE COLUMBIA AND MUTUAL NETWORKS

WRNL . . . saturates a Three-Quarter Billion Dollar Market!

RICHMOND, VIRGINIA is a steady, GROWING market, an area of STRONG BUYING POWER and ECONOMIC SECURITY, backed by firmly established manufacturing and farming activities.

Effective buying income—the dimes and dollars which buy your product—show a gain of 12.2%. Retail sales have gone up 9.25%. And population figures show a rise of 6.4%.

MORE people with MORE MONEY to spend.

In 39 of the 72-county WRNL coverage area, the BMB study shows that 50% or more of the radio families listen regularly to WRNL.

- ***Industrially* PROGRESSIVE**
- ***Agriculturally* RICH**
- ***Economically* SOUND**

WRNL is a steady, GROWING station, centered in this rich Richmond Marketing Area. "Radio Center" in Richmond, WRNL's new home, guarantees advertisers the most modern in broadcast facilities, the most complete in radio service including simultaneous broadcast on WRNL-FM, and an ever increasing audience. Combined with its key-position in a TOP market, these make WRNL the EFFECTIVE Radio outlet for your advertising dollars.

5000 WATT ABC affiliate

Represented by Edward Petry & Co.

VIRGINIA— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

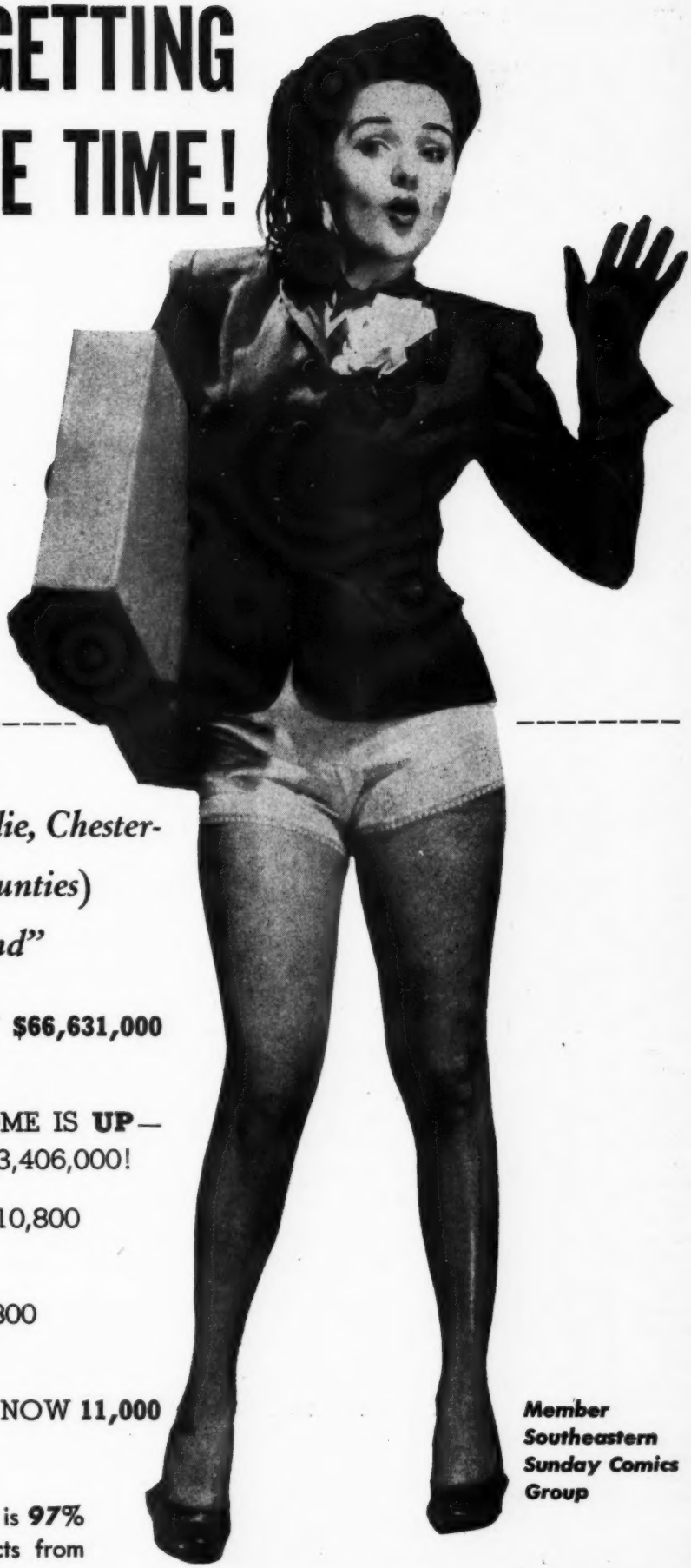
COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
6Dinwiddie	33.2	.0363	12.3	49,533	.0379	11,876	*	1,610	3,978		59,682	.0318	1,121	4,851	D	54.2	.0344	95
Petersburg	35.4	.0242	10.5	46,809	.0359	10,283	4,511	1,610	3,928	F	47,878	.0253	1,352	4,560			.0283	117
7Elizabeth City	58.8	.0400	16.7	28,449	.0218	6,182	*	668	1,162		68,789	.0364	1,174	4,119	F	2.2	.0327	82
Hampton	7.2	.0049	2.1	17,127	.0131	2,449	877	444	1,081	H	10,321	.0055	1,433	4,915			.0077	157
Essex	8.2	.0042	1.5	3,343	.0025	892	*	*	*		4,552	.0024	734	3,035	F	49.7	.0028	67
Fairfax	64.3	.0439	16.8	12,277	.0094	4,251	343	117	38		30,382	.0161	473	1,808	D	13.8	.0197	45
Fauquier	18.8	.0127	4.6	11,660	.0090	2,767	508	269	342		20,095	.0106	1,080	4,368	B	49.2	.0105	83
Floyd	10.4	.0071	2.5	2,883	.0022	317	*	93	*		5,060	.0027	487	2,024	E	71.3	.0034	48
Fluvanna	6.2	.0042	1.6	1,838	.0014	619	*	48	*		3,342	.0018	539	2,089	F	53.8	.0022	52
Franklin	23.1	.0158	5.2	6,253	.0048	1,355	647	163	*		10,052	.0053	435	1,933	C	59.6	.0073	46
8Frederick	29.7	.0203	7.6	24,754	.0189	5,088	2,808	843	1,625		38,189	.0202	1,286	5,025	C	46.3	.0198	98
Winchester	14.8	.0101	4.4	22,254	.0170	4,150	2,808	843	1,596	H	22,494	.0119	1,520	5,112			.0131	130
Giles	16.5	.0112	3.6	5,951	.0046	1,109	254	234	130		8,834	.0047	535	2,454	F	31.5	.0060	54
Gloucester	9.8	.0067	2.7	4,404	.0033	950	152	*	292		6,058	.0032	618	2,244	F	34.5	.0039	58
Goochland	7.7	.0053	1.9	1,405	.0011	260	*	*	*		2,717	.0014	353	1,430	F	52.2	.0021	40
Grayson	19.8	.0135	4.6	8,605	.0066	1,010	1,084	164	873		13,672	.0073	691	2,972	E	41.4	.0083	61
Greene	5.3	.0036	1.2	703	.0006	114	*	*	*		2,017	.0010	381	1,681	G	73.6	.0014	39
Greensville	15.1	.0103	3.5	7,071	.0054	1,758	966	163	382		10,341	.0055	685	2,955	E	38.6	.0064	62
Halifax	37.4	.0256	8.4	15,102	.0115	2,823	2,046	411	567		21,947	.0116	587	2,613	B	64.4	.0144	56
Hanover	15.9	.0108	3.9	7,171	.0055	2,593	*	*	*		13,654	.0073	859	3,501	D	37.8	.0078	69
9Henrico	282.0	.1925	78.0	392,802	.3009	81,788	73,994	13,445	25,829		455,654	.2412	1,616	5,842	E	8.1	.2494	130
▲Richmond	238.4	.1628	70.7	380,232	.2913	77,464	73,261	13,127	25,791	C	397,915	.2106	1,669	5,628			.2253	138

6 Dinwiddie County combined with Petersburg (independent city).
7 Elizabeth City County combined with Hampton (independent city).
8 Frederick County combined with Winchester (independent city).
9 Henrico County combined with Richmond (independent city).

© SM, 1949.

Before using these figures, see explanation page 19.
▲ See end of state "Metropolitan County Areas."
*Withheld to avoid disclosure.

OUR FIGGER'S GETTING BETTER ALL THE TIME!



'Most everything is **UP**

in the Petersburg, Virginia Metropolitan area (Dinwiddie, Chesterfield and Prince George Counties) in the "Heart of Historyland"

RETAIL SALES ARE **UP**—NOW **$66,631,000** —a **gain** of $12,566,000!

NET EFFECTIVE BUYING INCOME IS **UP**—NOW **$89,943,000**—a **gain** of $3,406,000!

POPULATION IS **UP**—NOW 110,800 —a **gain** of 300!

FAMILIES ARE **UP**—NOW 23,800 a **gain** of 3,200!

CAMP LEE PERSONNEL IS **UP**—NOW **11,000** —including **2,250** W.A.C.S.

One newspaper does it, because it is **97%** ***Home Delivered.*** Get *all* the facts from The John Budd Company.

Member Southeastern Sunday Comics Group

The Progress-Index

HERE'S YOUR 1949 SALES MAP

This year's edition of SALES MANAGEMENT'S popular five-color *County Outline Retail Sales Map* of the U. S. provides a graphic guide to all the nation's markets for use in sales and advertising planning. Measuring 37 x 41 inches and suited for either wall or desk use, the 1949 *County Outline Map* is based on "Survey of Buying Power" figures and includes all the following features:

All Metropolitan County Areas outlined in red.

All counties shown in one of five colors according to their 1948 retail sales.

Top counties with sales over ¼ billion market with a star.

472 leading U. S. cities shown with an index to their latest population level.

Blown up projections of congested areas.

Orders will be accepted now for copies of the 1949 *County Outline Retail Sales Map.* The price is $3.50 each, or $2.50 each in quantities of two or more. All maps will be mailed postpaid in heavy mailing tubes.

Sales Management

386 Fourth Avenue
New York 16, N. Y.

VIRGINIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (In thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
10Henry	43.5	.0297	9.8	27,144	.0208	6,860	4,652	732	1,484		33,096	.0175	761	3,377	F	20.9	.0209	70
Martinsville	17.8	.0122	4.5	20,195	.0154	3,788	3,995	612	1,099	H	15,388	.0082	864	3,420			.0112	92
Highland	3.9	.0027	.9	817	.0007	57	*	*	*		2,237	.0012	574	2,438	F	56.5	.0014	52
Isle of Wight	13.0	.0088	3.3	5,852	.0044	1,470	152	70	*		9,611	.0051	739	2,912	D	49.7	.0056	64
11James City	11.5	.0079	3.0	8,045	.0062	1,715	737	387	*		12,204	.0064	1,061	4,063	G	25.3	.0066	84
King and Queen	6.5	.0044	1.6	1,005	.0008	403	*	*	*		2,429	.0013	374	1,518	F	56.8	.0018	41
King George	6.5	.0045	1.8	1,304	.0010	547	*	*	*		3,581	.0019	551	1,989	G	42.9	.0022	49
King William	7.1	.0048	1.8	4,561	.0035	950	255	*	138		7,326	.0039	1,032	4,070	F	32.1	.0040	83
Lancaster	7.4	.0051	2.0	4,331	.0033	981	203	*	101		7,268	.0038	982	3,634	G	27.7	.0039	78
Lee	36.8	.0251	8.1	9,537	.0073	1,384	4,053	164	*		17,897	.0095	486	2,208	D	39.8	.0120	48
Loudoun	18.8	.0127	4.7	10,743	.0082	3,266	229	410	354		20,037	.0106	1,077	4,263	B	51.3	.0103	81
Louisa	12.5	.0085	3.2	4,374	.0034	1,137	596	93	*		7,508	.0040	601	2,346	F	50.8	.0047	55
Lunenburg	13.0	.0089	3.2	4,963	.0038	1,110	279	188	97		8,267	.0044	636	2,583	D	61.5	.0051	57
Madison	7.7	.0052	1.8	1,883	.0014	143	*	*	*		3,937	.0020	511	2,187	E	61.0	.0025	48
Mathews	5.9	.0041	1.6	2,898	.0022	547	*	*	*		5,224	.0028	885	3,265	G	20.6	.0029	71
Mecklenburg	30.1	.0205	7.0	12,478	.0096	2,493	1,308	316	388		22,217	.0118	738	3,174	B	60.6	.0129	63
Middlesex	6.4	.0037	1.5	2,697	.0020	864	178	*	*		4,848	.0025	898	3,232	F	41.9	.0026	70
12Montgomery	34.6	.0236	8.6	15,217	.0117	4,696	*	702	*		24,972	.0132	722	2,904	E	30.1	.0148	83
13Nansemond	37.1	.0253	9.2	25,664	.0196	4,624	*	*	2,145		31,683	.0168	854	3,444	C	42.7	.0193	78
Suffolk	14.1	.0096	3.8	19,479	.0150	3,083	5,082	539	2,145	G	19,453	.0103	1,380	5,119			.0116	121
Nelson	14.2	.0097	3.1	4,001	.0031	835	*	*	*		6,951	.0037	490	2,242	E	48.4	.0047	48
New Kent	3.5	.0024	.8	1,964	.0015	232	*	*	*		3,697	.0020	1,056	4,621	F	35.1	.0019	79
14Norfolk	395.0	.2698	103.2	335,170	.2567	76,078	39,976	12,439	20,986		541,062	.2854	1,370	5,243	D	20.0	.2742	102
†▲Norfolk	194.3	.1326	57.6	226,240	.1733	51,715	36,014	9,651	16,233	D	300,857	.1593	1,548	5,223			.1582	110

10 Henry County combined with Martinsville (independent city).
11 James City County combined with Williamsburg (independent city).
12 Montgomery County combined with Radford (independent city).
13 Nansemond County combined with Suffolk (independent city).
14 Norfolk County combined with Norfolk, South Norfolk & Portsmouth (independent city).

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 19.
▲ See end of state "Metropolitan County Areas."
† Population estimate does not include about 35,000 service personnel, including their families, on duty in the area.


NORFOLK
Still one of the nation's
MOST ACTIVE MARKETS
and
VIRGINIA'S LARGEST
TRADING AREA
Sales Management's figures show Norfolk's steady growth in population with increased sales keeping pace. You can get profitable coverage of this strategic market through these two modern newspapers—
NORFOLK VIRGINIAN-PILOT
Morning and Sunday
NORFOLK LEDGER-DISPATCH
Evening Except Sunday
THE JOHN BUDD COMPANY, National Representatives

For The Ninth Successive Year

PORTSMOUTH

Is VIRGINIA'S FIRST CITY
In Sales Management's High Spot
City Retail Sales Estimates

An Ideal Test Market for Any Product!

Take a Look At The Record

	City Index	City Nat'l Index
March, 1941	130.0*	108.4*
March, 1942	127.0*	121.5*
March, 1943	158.8*	105.5*
March, 1944	127.5*	107.6*
March, 1945	290.0**	164.5**
March, 1946	287.6**	176.2**
March, 1947	295.8**	124.0**
March, 1948	348.2**	130.7**
March, 1949	407.0**	

*Ratio to previous year. **Ratio to 1939

Per Family Buying Power, March, 1949—$4,310

Portsmouth's Only Newspaper

EVERY EVENING SUNDAY MORNING
Portsmouth Star

Represented Nationally By Ward-Griffith Co.

VIRGINIA— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S.A. Potential	Quality of Market Index
▲Portsmouth	82.5	.0563	24.4	67,033	.0513	17,386	4,953	2,419	4,753	H	105,170	.0556	1,275	4,310	.....	.....	.0545	97
Northampton	16.3	.0111	4.7	10,888	.0084	3,501	648	234	106	.....	16,264	.0088	998	3,460	C	48.0	.0090	81
Northumberland	9.7	.0066	2.4	3,442	.0026	721	*	*	*	.....	6,087	.0032	628	2,536	F	41.4	.0037	56
Nottoway	14.5	.0099	3.6	9,294	.0071	2,276	673	340	158	.....	15,035	.0080	1,037	4,176	E	32.6	.0081	82
Orange	12.2	.0083	3.1	9,064	.0070	2,017	878	268	232	.....	13,692	.0072	1,122	4,417	F	39.9	.0074	89
Page	14.1	.0097	3.5	5,923	.0045	1,384	394	211	503	.....	9,812	.0052	696	2,803	E	33.8	.0059	61
Patrick	15.7	.0107	3.6	3,041	.0023	490	178	*	17	.....	6,894	.0037	439	1,915	E	70.0	.0047	44
15Pittsylvania	95.4	.0651	20.8	62,842	.0482	12,841	10,633	2,070	3,227	.....	88,646	.0469	929	4,262	B	48.6	.0509	78
Danville	38.0	.0260	10.7	48,389	.0371	8,460	10,158	1,667	2,843	E	40,660	.0216	1,070	3,800	.....	.....	.0271	104
Powhatan	5.0	.0034	1.3	1,520	.0012	317	*	*	*	.....	2,794	.0015	559	2,149	F	51.9	.0018	53
Prince Edward	13.7	.0094	3.5	7,831	.0060	1,441	877	*	215	.....	13,787	.0073	1,006	3,939	E	42.5	.0073	78
16Prince George	22.7	.0155	5.6	9,180	.0070	2,810	546	433	*	.....	16,244	.0086	716	2,901	F	32.7	.0095	61
Princess Anne	28.7	.0182	6.9	10,743	.0082	3,848	254	339	183	.....	15,756	.0083	590	2,283	E	35.4	.0103	57

15 Pittsylvania County combined with Danville (independent city)
16 Prince George County combined with Hopewell (independent city).
▲ See end of state "Metropolitan County Areas."

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Before using these figures, see explanation page 19.
*Withheld to avoid disclosure.

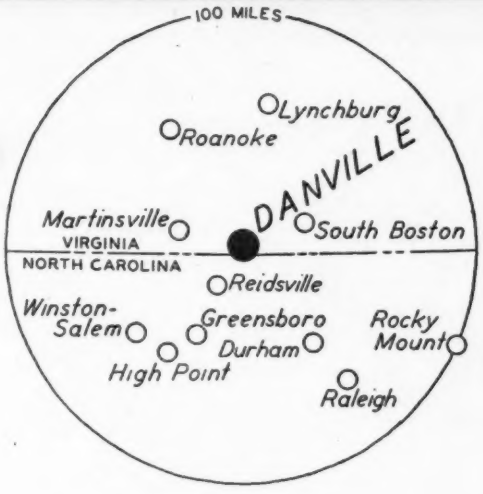
Looking For Something? The Table of Contents is on Pages 1, 3 and 5.

want better sales and service in key south atlantic markets?

locate now in

DANVILLE, VA.

"The bullseye of your Virginia–North Carolina Sales Target"



Danville's unusually strategic location makes it ideal as a distribution center—as a convenient and economical location for new plants, branches or warehouses. Draw a ring around Virginia and North Carolina and you'll find *Danville* in the center. . . . Draw a circle of only one hundred miles in radius around *Danville* and you find yourself within easy reach of such important markets as Roanoke, Lynchburg, Martinsville and South Boston, Virginia; Winston-Salem, Greensboro, Durham, Raleigh, High Point and Rocky Mount, North Carolina.

Not only does *Danville* give you quick access to important South Atlantic markets, but it is a growing sales center in its own right. Shoppers coming from miles around to buy in *Danville* boosted 1948 per capita retail sales to 43% above the national average and swelled total retail sales to a new high of $48,389,000.

Get the jump on your competitors in the South Atlantic area and locate now in *Danville*—"The Bullseye of Your Virginia–North Carolina Sales Target."

"When You Look for an Industrial Site, Look First to Danville, Virginia"

THE DANVILLE CHAMBER OF COMMERCE - Danville, Virginia

VIRGINIA— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Prince William	18.1	.0123	4.8	9,036	.0070	2,277	229	292	280	.....	12,894	.0068	712	2,686	D	16.6	.0080	65
Pulaski	28.3	.0180	6.3	11,532	.0088	3,198	1,003	387	605	.....	15,411	.0082	586	2,446	F	18.4	.0103	57
Rappahannock	5.6	.0038	1.3	1,563	.0012	403	*	*	*	.....	2,995	.0016	535	2,304	E	63.9	.0019	50
Richmond	6.8	.0047	1.6	2,725	.0021	864	*	*	*	.....	3,284	.0017	483	2,053	F	50.7	.0024	51

*Withheld to avoid disclosure.

© SM, 1949.

Before using these figures, see explanation page 19.

The ECONOMY buy in NORFOLK is

WSAP – WSAP-FM!

Serving Norfolk—Portsmouth—Newport News

WSAP—WSAP-FM

1490 kc 99.7 mc

MUTUAL NETWORK

Portsmouth, Virginia

Check how economically you can buy Virginia's No. 1 Market by using WSAP! Here are the Market facts:

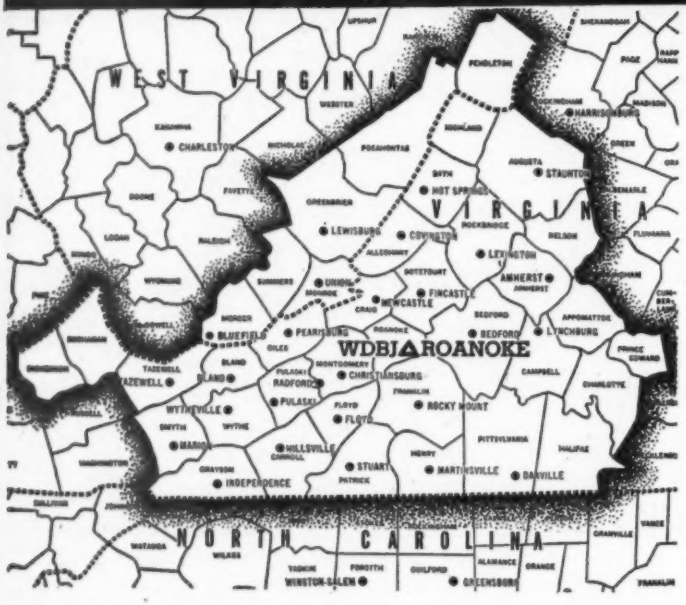
* Norfolk Metropolitan Area:

1948:	Retail Sales	$449,957,000
	Food Sales	103,495,000
	General Merchandise Sales	54,556,000
	Drug Sales	15,336,000
	Effective Buying Power	739,404,000
	Per Capita Buying Power	1,303
	Per Family Buying Power	4,926
	POPULATION:	567,400

** Sales Management 1949 Survey of Buying Power.*

Get the FULL Story from Ra-Tel Representatives, Inc.!

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION



IN OUR 25th YEAR

. . . make a mental note of these easy-to-remember Sales Management estimates for WDBJ's coverage area which represents approximately:

- 25% of Virginia's net Buying Power.
- 25% of Virginia's Retail Sales.
- 25% of Virginia's Food Sales.
- 25% of Virginia's Drug Sales.
- 25% of Virginia's General Merchandise Sales.

CBS
5000 Watts
960 KC

WDBJ



FREE & PETERS, Inc., National Representatives

VIRGINIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
17Roanoke.....97	119.5	.0815	31.2	134,503	.1030	27,474	17,536	4,279	11,623	.....	174,672	.0925	1,462	5,598	E	10.8	.0935	115
▲Roanoke.....	92.5	.0631	25.9	127,959	.0980	24,596	17,533	3,970	11,580	E	144,207	.0763	1,559	5,568	.....	.....	.0802	127
18Rockbridge.....	24.3	.0186	6.1	14,629	.0112	2,724	1,271	*	500	.....	22,438	.0119	923	3,678	E	33.4	.0126	76
19Rockingham.....	41.2	.0281	10.2	39,391	.0302	4,150	*	843	1,864	.....	50,635	.0268	1,229	4,964	B	44.6	.0281	106
Harrisonburg....	10.0	.0068	2.8	25,486	.0195	2,391	5,057	679	1,784	H	13,875	.0073	1,388	4,955	.....	.....	.0109	160
Russell.....	24.5	.0168	5.3	6,225	.0047	750	203	93	*	.....	10,206	.0054	417	1,926	D	52.9	.0075	45
Scott.....	24.0	.0163	5.3	5,565	.0043	749	229	93	*	.....	9,371	.0049	390	1,768	D	64.7	.0070	43
Shenandoah.....	19.2	.0132	5.0	10,096	.0077	2,306	483	268	265	.....	16,341	.0087	851	3,268	B	42.1	.0093	70
Smyth.....	29.1	.0198	6.5	10,613	.0081	2,593	1,106	340	243	.....	18,203	.0096	626	2,800	E	32.4	.0112	57

17 Roanoke County combined with Roanoke (independent city)
18 Rockbridge County combined with Buena Vista (independent city).
19 Rockingham County combined with Harrisonburg (independent city)

© SM, 1949.

Before using these figures, see explanation page 19.
▲ See end of state "Metropolitan County Areas."
*Withheld to avoid disclosure.

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PROJECTOR REPAIRS
Sound — Silent — Slide
Special Service to Visual Aid Departments

CAMERA SERVICES, INC.
51 Barclay Street
New York 7, N. Y.
Tel. Digby 9-3495
Estimates Submitted on Request—Dept. B

CAMERA REPAIRS
Still & Motion Picture
Specialists on All Types of Foreign Cameras

SINCE 1940... AND NOW...

WHOLESALE AND RETAIL SALES UP 78%.

55 NEW INDUSTRIES AND UTILITIES.

BANK DEPOSITS UP $50 MILLION.

$16 MILLION IN NEW BUILDING CONSTRUCTION

$3½ MILLION MORE POSTAL RECEIPTS

All figures from files of Roanoke Chamber of Commerce

POPULATION:

	ROANOKE CITY	TOTAL MARKET
1947	~~73,300~~	~~400,000~~
1949	92,500	450,000 +

FOR BUYING POWER

Write for booklet, "Test Markets—How to Identify Them" to Sawyer, Ferguson, Walker Co., 60 East 42nd Street, New York 17, N. Y.

READ THE PAPERS READ BY 2 OUT OF 3 ROANOKE FAMILIES

ROANOKE
TIMES AND WORLD-NEWS
ROANOKE • VIRGINIA

SAWYER • FERGUSON • WALKER COMPANY • *National Representatives*

VIRGINIA— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES SM	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S.A. Potential	Quality of Market Index
Southampton	25.7	.0176	5.7	11,073	.0085	2,017	1,245	318	309		16,216	.0086	631	2,845	B	54.9	.0104	59
10Spotsylvania	20.6	.0140	5.0	25,213	.0193	5,186	2,744	784	1,933		22,619	.0120	1,098	4,524	E	44.0	.0148	104
Fredericksburg	11.8	.0081	3.2	22,919	.0176	4,179	2,744	784	1,933	H	15,570	.0083	1,319	4,866	.....	.....	.0111	137
Stafford	10.1	.0069	2.6	1,478	.0012	750	*	*	*		3,995	.0021	396	1,537	G	20.2	.0028	41
Surry	5.3	.0035	1.4	1,807	.0014	461	*	*	*		2,967	.0016	560	2,119	E	64.6	.0019	53
Sussex	11.8	.0081	2.7	4,661	.0035	981	229	117	85		7,162	.0038	607	2,653	D	51.1	.0046	57
Tazewell	42.4	.0289	9.3	26,062	.0200	3,905	1,562	737	1,142		38,189	.0202	901	4,106	E	20.8	.0219	76
Warren	13.3	.0091	3.4	9,093	.0070	1,816	1,004	292	309		13,867	.0072	1,020	3,990	F	21.5	.0075	82

10 Spotsylvania County combined with Fredericksburg (independent city)

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Before using these figures, see explanation page 19.

*Withheld to avoid disclosure.

adv.

For market data of major Metropolitan Areas, see page 133.



WSLS' mascot, Martha Ann. We call her *Miss Sweet Six-Ten!*

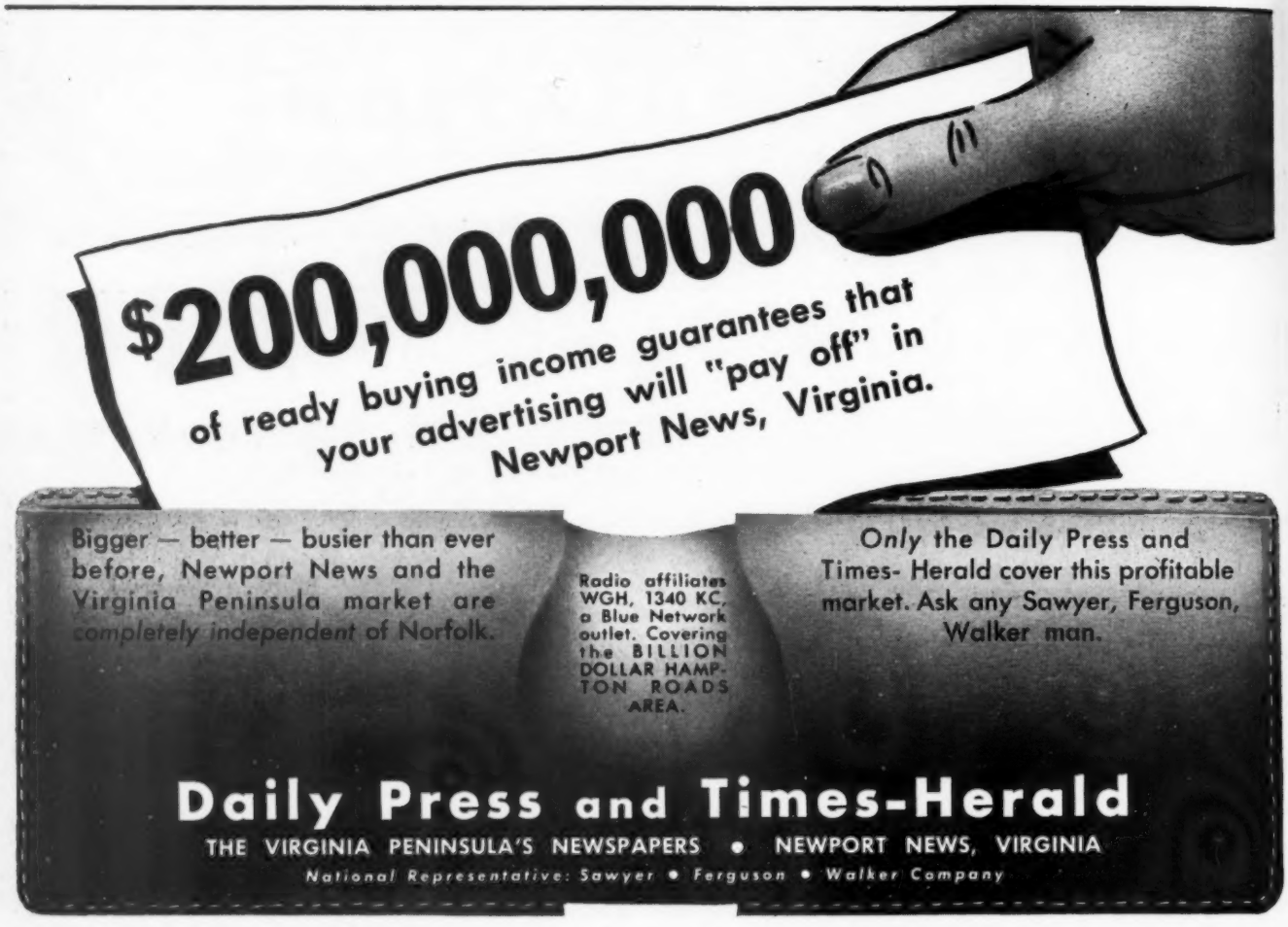
"WE'RE CALLING TO TELL YOU—

Roanoke's Market Index is 127! In sales potential, this means that 100 people reached in Roanoke market are equal to 127 in an average U. S. market. Roanoke County's Market Index is 115—and here's something else . . . while the *per capita* income for the nation is $1,289, the per capita income in Roanoke is $1,559, and in Roanoke County, $1,462. The *GREATER BUYING POWER* reached by WSLS means *GREATER SALES* for you!"

WSLS

ROANOKE, VIRGINIA
610 Kilocycles and 1000 Watts
Ask WEED AND COMPANY!

WSLS-FM, TOO . . . COVERING 26,000 SQUARE MILES



VIRGINIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
21 Warwick.....83	87.1	.0595	23.3	75,595	.0579	17,389	14,328	1,892	5,590	.....	113,797	.0602	1,307	4,884	G	5.4	.0594	100
▲Newport News.	48.4	.0330	14.0	72,269	.0553	15,488	14,328	1,891	5,590	G	68,598	.0363	1,417	4,900	.....	.....	.0413	125
22 Washington.....	49.5	.0338	11.4	27,652	.0211	4,610	2,464	855	1,308	.....	39,585	.0209	800	3,472	B	48.2	.0235	70
●†Bristol.....	14.2	.0097	3.7	17,670	.0136	2,276	2,045	538	930	G	14,529	.0077	1,023	3,927	.....	.....	.0099	102
Westmoreland.....	9.5	.0064	2.6	3,557	.0028	836	*	93	*	.....	6,202	.0033	653	2,385	F	45.1	.0038	59
Wise.....	50.9	.0348	11.1	28,250	.0216	5,043	1,816	608	1,889	.....	35,077	.0186	689	3,160	F	8.9	.0227	65
Wythe.....	23.1	.0158	5.3	11,488	.0088	1,931	877	292	353	.....	16,994	.0090	736	3,206	D	33.8	.0103	65
York.....	9.8	.0066	2.6	2,482	.0019	1,095	*	*	*	.....	4,628	.0024	472	1,780	G	13.6	.0031	47
Total Above Cities..	990.0	.6758	286.6	1,312,143	1.0051	268,953	209,649	45,740	94,790	.....	1,454,114	.7698	1,469	5,074	.....	.....	.8221	122
State Total.....	3,058.1	2.0875	770.3	2,075,573	1.5898	456,703	254,766	64,182	115,043	.....	3,114,747	1.6488	1,019	4,044	.....	23.9	1.7188	82

VIRGINIA — Metropolitan County Areas

Norfolk-Portsmouth-Newport News.83	567.4	.3875	150.1	449,957	.3446	103,495	54,558	15,336	27,921	.....	739,404	.3913	1,303	4,928	.....	.....	.3766	97
Richmond.....96	316.9	.2163	87.1	400,720	.3070	84,986	73,994	13,445	25,952	.....	469,711	.2487	1,482	5,393	.....	.....	.2597	120
Roanoke.....97	119.5	.0815	31.2	134,503	.1030	27,474	17,563	4,279	11,623	.....	174,872	.0925	1,462	5,598	.....	.....	.0935	115

VIRGINIA — New Metropolitan County Area

Lynchburg.....162	74.7	.0510	17.2	69,034	.0529	13,393	11,370	2,287	5,017	.....	77,677	.0411	1,040	4,516	.....	.....	.0466	91

VIRGINIA — Multiple Cities

Bristol (Va.) — Bristol (Tenn.)...	34.0	.0233	9.1	40,261	.0309	6,641	*	1,142	2,930	.....	39,635	.0210	1,166	4,355	.....	.....	.0245	105

21 Warwick County combined with Newport News (independent city).
22 Washington County combined with Bristol (independent city).
† See also Bristol, Tenn.
*Withheld to avoid disclosure.
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Before using these figures, see explanation page 19.
▲ See end of state "Metropolitan County Areas."
● See end of state "Multiple Cities."

THINGS LOOK FINE FOR '49 IN HUNTINGTON WEST VIRGINIA

DAILY NEWSPAPER CIRCULATION INCREASE SINCE '39 . . . . . 91.5%

SUNDAY NEWSPAPER CIRCULATION INCREASE SINCE '39 97.5%

Huntington . . West Virginia's largest city . . the vertex of a $275,000,000 Retail Trade Area, ranks 71st as a Metropolitan center. Bank Debits in 1948 . . $736,609,075.00; Average Bank Deposits in 1948 . . $67,993,009.00; Department Store Sales in 1948 . . $7,939,089,00; Consumers Sales Tax in 11 Months . . $1,817,543.00; Building Permits in 1948 . . $7,818,411.00. This fast growing, prosperous area with 432,590 people is represented by three sound newspapers with rates that compare favorably with markets of similar size and larger.

Represented by The Katz Agency

THE HERALD-DISPATCH

THE ADVERTISER

THE HERALD-ADVERTISER

WEST VIRGINIA

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City	County	City	County	City	County
Beckley	Raleigh	Fairmont	Marion	Parkersburg	Wood
Bluefield	Mercer	Huntington	Cabell	Welch	McDowell
Charleston	Kanawha	Logan	Logan	Wheeling	Ohio
Clarksburg	Harrison	Martinsburg	Berkeley	Williamson	Mingo
Elkins	Randolph	Morgantown	Monongalia		

COUNTIES / CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Barbour	17.2	.0117	4.6	6,074	.0047	1,760	654	116	213	.....	12,031	.0064	699	2,674	F	30.8	.0070	60
Berkeley	30.0	.0205	8.2	18,649	.0142	4,572	2,202	708	1,020	.....	31,837	.0168	1,061	3,883	D	19.3	.0167	81
Martinsburg	16.5	.0112	4.7	16,858	.0129	3,779	*	708	*	G	26,425	.0140	1,602	5,622	.....	.....	.0131	117
Boone	27.2	.0185	5.9	12,410	.0095	2,875	1,427	*	387	.....	17,900	.0095	658	3,034	G	6.0	.0113	61
Braxton	17.3	.0118	3.8	5,289	.0041	1,162	373	154	153	.....	10,871	.0057	628	2,861	F	57.8	.0064	54
Brooke	23.3	.0160	5.9	12,099	.0093	4,295	699	309	394	.....	24,806	.0132	1,065	4,205	G	4.0	.0126	79
Cabell	106.0	.0723	29.2	104,189	.0798	20,843	16,651	3,118	6,826	.....	150,360	.0796	1,418	5,149	F	4.6	.0782	106
▲†Huntington	86.5	.0591	23.9	93,354	.0715	18,206	16,490	3,007	*	E	128,292	.0679	1,483	5,368	.....	.....	.0672	114
Calhoun	9.1	.0062	1.9	2,768	.0021	437	178	*	*	.....	4,840	.0026	532	2,547	G	58.8	.0032	52
Clay	13.7	.0094	2.9	3,979	.0030	856	981	*	*	.....	8,265	.0043	603	2,850	G	42.6	.0049	52
Doddridge	8.4	.0057	2.2	2,963	.0023	1,001	*	*	*	.....	6,537	.0035	778	2,971	F	46.7	.0036	63
Fayette	74.8	.0511	17.5	47,636	.0365	7,834	10,647	837	1,547	.....	62,605	.0331	837	3,577	G	5.4	.0376	74
Gilmer	9.0	.0061	2.2	2,653	.0020	905	*	*	56	.....	4,199	.0023	467	1,909	F	58.2	.0030	49
Grant	7.8	.0053	1.8	3,127	.0024	645	177	*	59	.....	5,987	.0031	768	3,326	E	48.2	.0033	62

▲ See end of state "Metropolitan County Areas."
† Huntington is in Cabell and Wayne Counties.

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 19.

Looking For Something? The Index to Advertisers is on pages 609, 610, and 611.



Reaching
81,297
Families Weekdays
84,614 on Sunday
ABC Audit 9-30-48

West Virginia's Greatest Newspaper

Giving
You Access to
$496,891 Million*
Retail Sales
*Sales Management

The Charleston Gazette

Represented by: SMALL, BREWER & KENT, INC.

Charleston 30, West Virginia

WEST VIRGINIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Greenbrier	34.9	.0239	8.3	18,190	.0139	4,829	655	322	414		30,080	.0160	862	3,624	D	26.8	.0170	71
Hampshire	11.9	.0081	3.0	4,192	.0033	1,308	193	*	154		7,760	.0041	652	2,587	E	52.0	.0047	58
Hancock	31.1	.0212	7.6	18,747	.0143	7,220	1,116	400	1,052		36,110	.0191	1,161	4,751	G	1.9	.0181	85
Hardy	9.2	.0063	2.0	3,078	.0024	452	148	63	*		5,315	.0028	578	2,658	C	55.2	.0034	54
Harrison	84.5	.9577	22.1	60,815	.0466	15,282	9,425	1,698	4,178		94,188	.0499	1,115	4,262	E	8.5	.0504	87
Clarksburg	35.2	.0240	10.0	46,585	.0357	10,467	8,371	1,289	3,951	F	54,366	.0288	1,544	5,437	.....	.....	.0299	125
Jackson	14.5	.0099	3.5	5,011	.0038	907	550	116	111		10,499	.0055	724	3,000	E	60.5	.0059	60
Jefferson	15.5	.0105	4.0	7,237	.0056	1,907	669	219	384		13,819	.0073	892	3,455	D	31.2	.0074	70
Kanawha 21	250.0	.1709	63.3	190,082	.1456	42,142	27,425	4,744	14,360		303,250	.1605	1,213	4,791	F	3.2	.1581	93
▲Charleston	78.5	.0536	22.4	137,810	.1056	26,786	22,797	3,821	13,763	E	125,137	.0662	1,594	5,586	.....	.....	.0755	141
Lewis	19.0	.0130	4.9	10,414	.0079	2,762	1,026	348	452		17,788	.0094	935	3,626	F	32.5	.0097	75

▲ See end of state "Metropolitan County Areas."

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 19.

BECKLEY, West Virginia – a NEW MARKET you cannot afford to OVERLOOK



Best Paid Industrial Workers in the World

They work hard—spend freely—for all the goods produced for the sustenance and comfort of man. In the Beckley Retail Trading Zone (as defined by the ABC) 234,000 people, in 1947, spent $117,000,000 with retail outlets.

Beckley Post-Herald
Weekday Mornings

The Raleigh Register
Evenings and Sunday

(For radio, our FM affiliate, WCFC)

Represented by The Katz Agency

WEST VIRGINIA—(Continued)

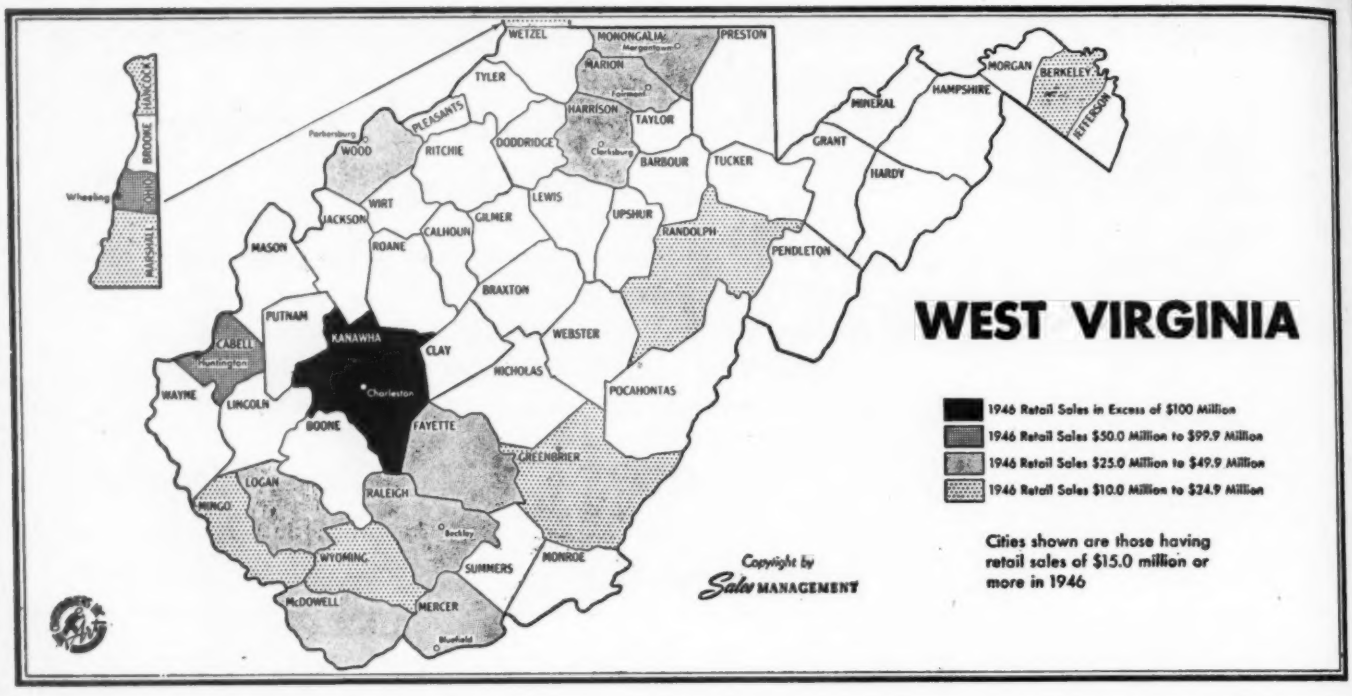
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Lincoln	19.2	.0131	4.1	4,372	.0034	776	401	*	*		6,984	.0037	364	1,703	F	41.1	.0055	42
Logan	67.8	.0463	14.9	42,816	.0328	5,880	5,249	708	2,617		61,844	.0328	912	4,151	G	3.7	.0355	77
Logan	6.4	.0043	1.7	15,670	.0120	2,471	2,394	426	1,982	H	9,092	.0048	1,421	5,348			.0069	160
McDowell	100.0	.0682	22.3	62,214	.0476	10,449	7,137	773	2,620		82,585	.0437	826	3,703	G	1.7	.0498	73
Welch	8.5	.0058	2.2	14,434	.0110	2,326	2,157	339	1,467	H	9,497	.0050	1,117	4,317			.0070	121
Marion	76.8	.0524	20.0	53,254	.0408	13,082	8,303	1,193	2,372		81,469	.0431	1,061	4,073	F	6.6	.0443	85
Fairmont	33.2	.0227	9.2	36,745	.0282	8,686	5,090	964	2,134	H	47,789	.0253	1,439	5,194			.0256	113
Marshall 133	37.6	.0257	10.1	16,061	.0123	6,704	698	426	473		28,428	.0151	756	2,815	E	15.5	.0164	64
Mason	21.5	.0147	5.4	5,699	.0044	1,955	521	*	140		12,018	.0063	559	2,226	E	46.4	.0074	50
Mercer	76.0	.0519	18.3	50,178	.0384	10,143	7,407	1,731	3,828		81,688	.0433	1,075	4,464	F	10.9	.0435	84
Bluefield	26.8	.0183	7.1	31,010	.0237	5,432	5,954	*	*	F	40,345	.0214	1,505	5,682			.0215	117
Mineral	20.6	.0140	5.2	10,822	.0083	3,440	892	192	613		17,238	.0091	837	3,315	F	13.9	.0098	70
Mingo	44.0	.0301	9.8	22,823	.0175	5,846	2,706	554	2,136		42,625	.0226	969	4,349	G	3.8	.0226	75
Williamson	10.0	.0068	2.7	13,694	.0105	2,762	1,933	438	1,902	H	13,085	.0069	1,309	4,846			.0080	118
Monongalia	58.0	.0396	15.6	41,271	.0316	11,571	6,271	1,023	2,517		66,700	.0353	1,150	4,278	F	8.9	.0350	88
Morgantown	22.0	.0150	6.5	32,068	.0246	7,346	5,294	*	*	H	32,788	.0174	1,490	5,044			.0191	127
Monroe	12.2	.0083	2.8	3,128	.0024	904	194	*	87		5,911	.0031	485	2,111	E	60.2	.0039	47
Morgan	8.0	.0054	2.1	2,717	.0020	1,453	*	*	62		5,332	.0029	667	2,539	F	30.7	.0031	57
Nicholas	20.4	.0140	4.5	6,402	.0049	2,116	803	*	*		11,571	.0061	567	2,571	F	35.6	.0073	52
Ohio 133	75.8	.0517	21.5	99,042	.0759	22,741	20,476	2,857	9,073		120,679	.0639	1,592	5,613	F	3.0	.0651	126
▲Wheeling	65.0	.0444	19.0	96,071	.0735	21,184	20,476	2,857	9,073	E	104,570	.0553	1,609	5,503			.0586	132
Pendleton	9.1	.0062	1.9	2,718	.0021	128	*	*	*		4,706	.0025	517	2,477	E	56.9	.0031	50
Pleasants	5.6	.0038	1.5	3,421	.0026	1,018	371	*	331		6,151	.0032	1,098	4,101	G	34.9	.0031	82
Pocahontas	11.8	.0081	2.8	5,075	.0039	1,260	119	*	*		10,292	.0055	872	3,676	F	37.8	.0055	68
Preston	27.2	.0186	6.7	9,448	.0073	2,689	550	180	129		17,222	.0091	633	2,570	E	32.0	.0105	56
Putnam	17.0	.0116	4.0	5,993	.0046	1,470	*	*	*		10,514	.0056	618	2,629	F	38.0	.0065	56
Raleigh	89.0	.0607	20.3	58,196	.0445	9,787	11,984	1,134	3,202		87,342	.0462	981	4,303	G	5.5	.0486	80
Beckley	19.2	.0131	5.3	29,680	.0228	5,152	2,939	*	2,983	G	21,049	.0112	1,096	3,972			.0151	115
Randolph	29.2	.0200	7.0	16,667	.0128	4,118	2,453	489	408		27,772	.0147	951	3,967	F	20.4	.0152	76
Elkins	10.0	.0068	2.8	13,051	.0100	3,003	*	489	408	H	14,191	.0075	1,419	5,068			.0081	119
Ritchie	12.1	.0082	3.3	5,174	.0040	1,260	253	154	*		9,963	.0053	823	3,019	F	41.1	.0055	67
Roane	16.4	.0112	3.8	6,222	.0047	1,584	639	*	184		11,407	.0060	696	3,002	F	45.4	.0067	60
Summers	18.0	.0123	4.3	7,711	.0059	2,100	982	*	512		12,137	.0064	674	2,823	F	40.7	.0074	60
Taylor	17.4	.0119	4.7	9,136	.0070	3,085	892	373	373		17,809	.0095	1,024	3,789	F	14.3	.0092	77
Tucker	10.6	.0072	2.6	4,814	.0037	1,422	282	116	98		10,199	.0054	962	3,923	G	21.9	.0063	74
Tyler	9.9	.0068	2.6	5,403	.0042	1,340	298	90	407		11,199	.0059	1,131	4,307	G	38.0	.0066	82

▲ See end of state "Metropolitan County Areas." *Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

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WEST VIRGINIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Upshur	16.6	.0113	4.4	7,089	.0054	2,132	550	245	234		11,303	.0060	681	2,569	F	36.5	.0069	61
Wayne	31.3	.0214	7.2	6,090	.0047	1,422	178	180	*		23,752	.0125	759	3,299	F	25.9	.0119	56
▲†Huntington (See Cabell Co.)																		
Webster	15.7	.0107	3.3	5,551	.0042	936	193	116	90		9,634	.0051	614	2,919	G	13.1	.0060	56
Wetzel	19.3	.0132	4.9	9,462	.0073	3,375	372	245	394		18,732	.0100	971	3,823	F	28.8	.0098	74
Wirt	5.1	.0034	1.3	1,282	.0009	114	*	*	*		2,548	.0013	499	1,958	G	63.1	.0018	47
Wood	85.5	.0447	18.7	53,657	.0411	13,683	8,263	1,593	3,416		84,953	.0450	1,297	4,543	E	9.9	.0438	98
Parkersburg	34.5	.0236	10.5	46,359	.0355	10,870	8,103	1,436	3,416	G	53,411	.0283	1,548	5,087			.0295	125
Wyoming	31.0	.0212	6.7	13,968	.0107	2,245	2,720	193	596		24,749	.0131	798	3,694	G	18.0	.0140	68
Total Above Cities	452.3	.3087	128.0	623,389	.4775	128,470	101,968	15,774	41,079		680,037	.3600	1,504	5,313			.3851	125
State Total	1,910.1	1.3039	473.3	1,197,456	.9172	276,320	167,998	29,434	69,264		1,898,479	1.0040	993	4,007		15.3	1.0379	80

WEST VIRGINIA — Metropolitan County Areas

Charleston 21	250.0	.1708	83.3	190,062	.1458	42,142	27,425	4,744	14,360		303,250	.1605	1,213	4,791			.1581	93
Huntington, W. Va. —Ashland, Ky. 55	202.8	.1383	53.9	167,610	.1283	35,820	23,548	4,618	10,613		238,897	.1265	1,178	4,432			.1293	93
Wheeling 133	230.8	.1576	83.6	188,829	.1447	55,811	25,831	4,708	12,938		255,499	.1354	1,107	4,017			.1427	91

† Huntington is in Cabell and Wayne Counties.
▲ See end of state "Metropolitan County Areas."

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*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

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BURLINGTON, *North Carolina*

"THE HOSIERY CENTER OF THE SOUTH"

Retail Sales in 1948 . . . . . $37,093,000

POPULATION in 1948 27,500

You may reach the money spenders in one of Carolina's most prosperous communities by advertising in the

DAILY TIMES - NEWS

National Representatives:
The John Budd Company

NORTH CAROLINA

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

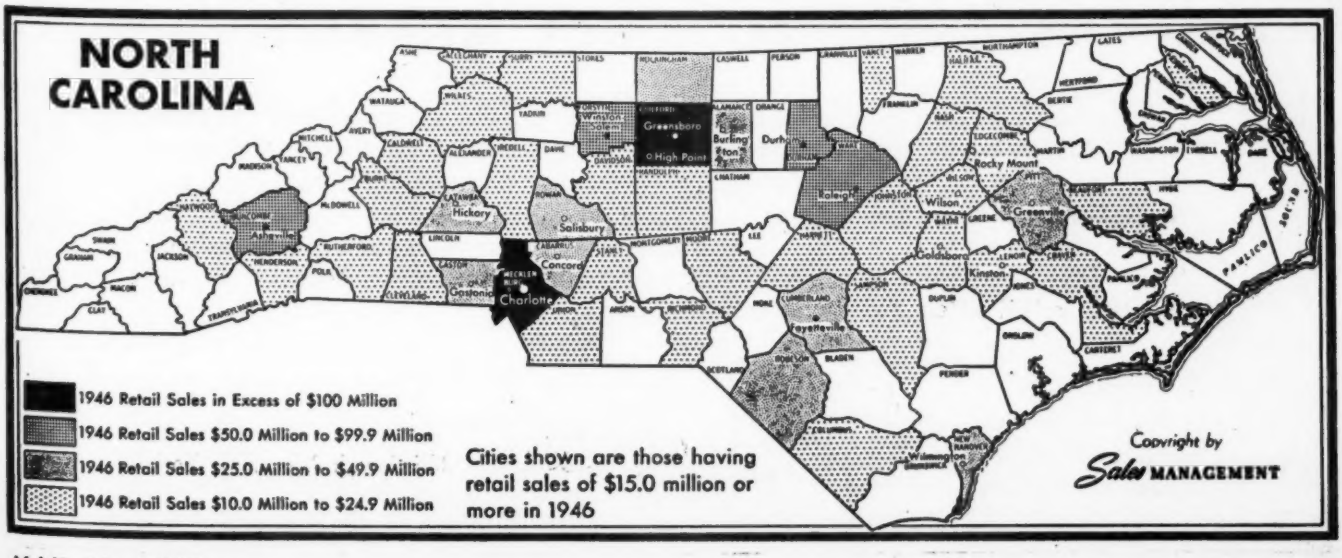
City	County	City	County	City	County
Albemarle	Stanly	Greensboro	Guilford	Raleigh	Wake
Asheville	Buncombe	Greenville	Pitt	Reidsville	Rockingham
Burlington	Alamance	Henderson	Vance	Rocky Mount	Nash
Charlotte	Mecklenburg	Hendersonville	Henderson	Salisbury	Rowan
Concord	Cabarrus	Hickory	Catawba	Shelby	Cleveland
Durham	Durham	High Point	Guilford	Statesville	Iredell
Elizabeth City	Pasquotank	Kinston	Lenoir	Wilmington	New Hanover
Fayetteville	Cumberland	Lexington	Davidson	Wilson	Wilson
Gastonia	Gaston	Lumberton	Robeson	Winston-Salem	Forsyth
Goldsboro	Wayne	New Bern	Craven		

COUNTIES / CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (In thousands of dollars)									FARM			
	Total (In thousands)	% of U.S.A.	Families (In thousands)	Dollars (In thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (In thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Alamance	67.5	.0480	16.5	52,914	.0408	11,443	5,938	1,650	3,940	.....	83,165	.0440	1,232	5,040	D	14.1	.0434	94
Burlington	27.5	.0188	7.3	37,093	.0284	6,300	4,877	1,174	3,000	H	43,915	.0232	1,597	6,016	.....	.....	.0239	127
Alexander	13.1	.0090	2.9	3,727	.0029	296	*	145	130	.....	6,517	.0035	497	2,247	E	50.3	.0044	49
Alleghany	7.3	.0050	1.9	1,990	.0015	100	172	*	*	.....	3,684	.0019	502	1,928	F	66.3	.0024	48

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 19.



GET YOUR SHARE OF THE BUSINESS

Fayetteville is the commercial and shopping center of South Eastern North Carolina, and the home of Fort Bragg with its vast Army personnel. If you want your share of the business in this area, you must use —

in the GROWING
FAYETTEVILLE MARKET

The Fayetteville Observer

North Carolina's Oldest Newspaper—Established 1817
National Representatives: WARD-GRIFFITH COMPANY, INC.

NORTH CAROLINA— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Anson	27.3	.0188	6.1	10,314	.0079	2,654	1,346	200	526		17,642	.0094	646	2,892	D	51.0	.0108	58
Ashe	20.1	.0137	4.8	4,161	.0032	362	312	*	101		8,926	.0047	444	1,940	E	68.0	.0061	45
Avery	12.3	.0084	2.6	1,881	.0014	329	*	*	*		3,494	.0018	284	1,344	F	52.5	.0030	36
Beaufort	33.9	.0231	8.1	19,035	.0146	4,714	2,051	451	1,050		31,842	.0169	939	3,931	B	51.6	.0175	76
Bertie	25.2	.0172	5.4	8,937	.0068	1,252	735	145	240		14,919	.0079	592	2,763	B	68.3	.0094	55
Bladen	26.6	.0182	5.8	9,609	.0074	1,698	876	172	*		13,872	.0073	522	2,392	C	57.1	.0095	52
Brunswick	18.3	.0125	4.1	3,547	.0027	1,219	*	107	*		6,005	.0032	328	1,465	E	51.0	.0049	39
Buncombe.....6	116.4	.0795	31.7	110,054	.0843	24,577	17,769	3,816	7,348		164,780	.0872	1,416	5,198	D	11.9	.0848	107
▲Asheville	57.0	.0389	16.9	95,087	.0728	20,253	17,074	3,312	7,301	F	102,657	.0544	1,801	6,074	.....	.....	.0568	146
Burke	37.9	.0258	8.7	18,365	.0141	4,367	1,486	518	1,252		25,822	.0136	681	2,968	F	16.9	.0162	63
Cabarrus	70.4	.0481	16.7	48,504	.0371	10,695	8,167	1,315	4,233		60,677	.0322	862	3,633	E	9.7	.0369	77
Concord	18.7	.0128	4.8	23,330	.0179	5,044	4,067	597	3,308	H	20,206	.0107	1,081	4,210	.....	.....	.0133	104
Caldwell	36.1	.0246	7.9	18,457	.0142	3,939	1,393	491	723		25,992	.0137	720	3,290	F	16.5	.0160	65
Camden	5.1	.0035	1.4	705	.0005	482	*	*	*		2,375	.0013	466	1,696	E	65.2	.0015	43

▲ See end of state "Metropolitan County Areas." *Withheld to avoid disclosure. Before using these figures, see explanation page 19.

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YOU CAN CHECK YOUR KEY MARKETS...

. . . city by city and month by month in SALES MANAGEMENT Magazine's *"High Spot Cities,"* published in every first-of-the-month issue.

This feature gives a forecast of monthly retail sales for over 200 leading U. S. cities. It shows how the sales level in each of these cities has changed since the previous year and how this change compares with the national trend. It's a *must* for keeping abreast of today's shifting picture in the nation's markets.

Sales Management

386 Fourth Ave., New York 16

A NEEDLE IN A HAYSTACK

may be hard to find ! ! !



But it's not hard to find ONE SURE WAY to Sales Promotion Success in the rich Asheville Market, where only the CITIZEN and the TIMES with combined circulation of better than 52,000 reach the Asheville 20-County A.B.C. Retail Trade Area with thorough, efficient and economic coverage.

Nearly half a million people have a net effective buying income of $387,655,000.00* spending $47,229,000.00 on food, $32,691,000.00 on general merchandise, and $14,286,000.00 on drug products.

This richly diversified year-round income market, comprising agriculture, mining, industry, and vacation enticements, can be blanketed through only one medium—through the pages of the CITIZEN and TIMES. * 1949 SALES MANAGEMENT SURVEY

THE KATZ AGENCY

National Representatives

THE ASHEVILLE CITIZEN
(MORNING)
THE ASHEVILLE TIMES
(EVENING)
ASHEVILLE CITIZEN TIMES (Sunday)

ASHEVILLE,

NORTH CAROLINA

NORTH CAROLINA—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Carteret	18.5	.0126	4.5	10,096	.0077	3,544	516	373	374		13,702	.0073	741	3,045	E	19.0	.0085	67
Caswell	19.4	.0133	4.0	3,509	.0027	577	172	*	*		7,539	.0040	389	1,885	C	72.6	.0055	41
Catawba	55.4	.0378	13.2	36,802	.0282	7,199	5,072	877	3,043		59,001	.0312	1,065	4,470	E	18.0	.0316	84
Hickory	17.5	.0119	4.7	24,252	.0186	4,365	4,506	580	2,243	H	22,033	.0116	1,259	4,688	.....	.....	.0138	116
Chatham	23.3	.0159	5.5	9,193	.0071	1,665	594	145	391		15,874	.0084	681	2,886	C	45.8	.0095	60
Cherokee	17.5	.0119	3.9	5,736	.0044	1,220	407	199	386		8,900	.0047	509	2,282	G	42.8	.0061	51
Chowan	11.3	.0078	2.6	5,862	.0044	1,368	548	173	353		9,476	.0051	839	3,645	E	49.5	.0054	69
Clay	4.7	.0032	1.1	579	.0005	133	*	*	*		1,256	.0006	267	1,142	G	68.6	.0011	34
Cleveland	63.0	.0430	14.2	30,905	.0237	5,868	5,070	717	2,493		46,902	.0248	744	3,303	B	36.8	.0281	65
Shelby	18.0	.0123	4.6	19,934	.0153	3,098	3,772	531	2,346	H	16,181	.0086	899	3,518	.....	.....	.0114	93
Columbus	45.2	.0308	10.3	22,164	.0169	3,542	1,909	478	1,832		25,494	.0135	564	2,475	B	64.2	.0180	58
Craven	40.0	.0273	10.0	22,486	.0172	4,759	3,062	600	1,035		34,000	.0180	850	3,400	D	38.5	.0196	72
New Bern	19.0	.0130	5.5	19,113	.0146	3,818	*	*	1,035		21,223	.0112	1,117	3,859	.....	.....	.0126	97
Cumberland....149	73.4	.0501	17.4	41,538	.0318	7,914	5,549	1,050	2,900		75,978	.0403	1,035	4,367	B	21.1	.0397	79
◆Fayetteville	54.5	.0372	13.9	37,176	.0285	6,150	5,549	*	*	H	63,438	.0336	1,164	4,564	.....	.....	.0328	88

◆ See end of state "New Metropolitan County Areas."

*Withheld to avoid disclosure.

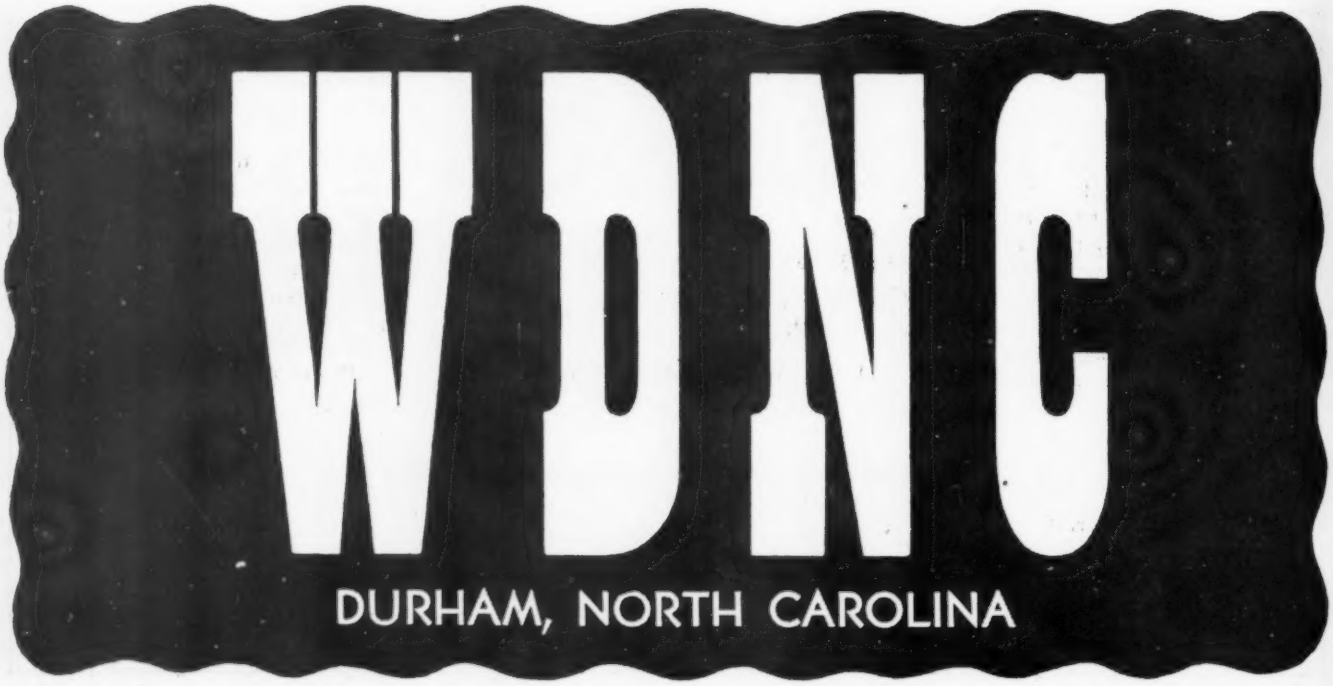
© SM, 1949.

Before using these figures, see explanation page 19.

IT MAY SOUND REPETITIOUS, BUT . . .

Have you read the explanation prefacing the Survey of Buying Power? It appears on page 19 and following pages, and really will save you lots of time. It identifies sources of all figures and contains all comment necessary to a complete understanding of the use of all County and City figures.

To One Million People CBS means



5000 WATTS DAY ★ 1000 WATTS NIGHT ★ 620 KC

OWNED & OPERATED BY HERALD-SUN NEWSPAPERS

NATIONAL REPRESENTATIVE: PAUL H. RAYMER

NORTH CAROLINA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Currituck	5.8	.0040	1.6	1,647	.0013	362	*	*	*	.....	2,604	.0013	449	1,628	E	63.0	.0018	45
Dare	4.7	.0032	1.2	2,697	.0021	858	*	*	*	.....	3,743	.0020	796	3,119	G	2.4	.0023	72
Davidson	59.9	.0409	14.8	27,848	.0213	7,317	3,051	797	1,984	.....	46,574	.0247	778	3,190	D	18.9	.0269	66
Lexington	15.2	.0104	3.9	13,951	.0107	3,015	1,831	373	1,273	.....	12,063	.0064	794	3,093	.....	.....	.0085	82
Davie	13.4	.0091	3.1	5,447	.0042	939	876	145	*	.....	7,971	.0042	595	2,571	E	44.4	.0052	57
Duplin	37.6	.0257	8.8	13,117	.0100	2,883	1,032	333	652	.....	21,869	.0116	582	2,485	B	71.9	.0139	54
Durham 39	95.0	.0648	25.8	101,350	.0776	18,641	15,022	3,034	11,144	.....	149,185	.0789	1,570	5,782	E	7.0	.0757	117
▲Durham	73.5	.0501	20.6	98,208	.0752	18,123	14,560	3,034	*	E	120,422	.0638	1,638	5,846	.....	.....	.0645	129
Edgecombe	47.3	.0323	10.8	30,148	.0231	6,805	5,430	491	1,807	.....	51,494	.0273	1,089	4,858	B	48.4	.0270	84
†Rocky Mount (See Nash Co.)																		

† Rocky Mount is in Edgecombe and Nash Counties.
▲ See end of state "Metropolitan County Areas."

*Withheld to avoid disclosure.
© SM, 1949.

Before using these figures, see explanation page 19.

Sales Manager's Choice: DURHAM

A Major, Steady Market

Sales managers need a few Durham's on the list to keep their blood pressure down. Big enough to count—there are 311,300 people living within its ABC Trading Area —spending $222 million dollars in retail sales says Sales Management. And so steady! The Durham market is practically depression resistant due to the type of consumer goods made here and to the diversification of its pay roll sources.

An Economical Market To Sell

The size and steadiness of the Durham market is made even more attractive by the low cost required to do a real selling job. One buy does it—The Durham Herald and Sun Newspapers. Concentrated coverage. These papers reach a higher percentage of people within their ABC Trading Area than does any other paper or combination in North Carolina.

DURHAM HERALD & SUN NEWSPAPERS

REPRESENTATIVES: THE KATZ AGENCY

Get Raleigh-Durham Inside-Out With WNAO-WDUK Get Raleigh-Durham Inside-Out With WNAO-WDUK Get Raleigh-Durham Inside-Out With WNAO-WDUK Get Raleigh-Durham Inside-Out With WNAO-WDUK Get Raleigh-

Here's BIG NEWS!
North Carolina's biggest Metropolitan market . . . RALEIGH-DURHAM . . . is NOW yours for one LOW price!
To get the most for your Advertising Dollar See Avery-Knodel about the Bargain Combination of WNAO and WDUK . . . ABC for Raleigh-Durham!

WINSTON-SALEM: 102,000 PEOPLE STRONG!* $107,981,000.00 in Retail Sales!* —*and growing all the time!*

Continuously Available!

Monthly Grocery Inventory
Covering 48 Classifications
For Winston-Salem and Forsyth County

NOW! — AN IDEAL TEST MARKET!

*Source: Sales Management, Survey of Buying Power
May 10, 1949

Remember! All Business Is Local!

WINSTON-SALEM JOURNAL and TWIN CITY SENTINEL
MORNING SUNDAY EVENING
National Representative: KELLY-SMITH COMPANY

NORTH CAROLINA— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Forsyth	138.4	.0945	36.6	120,379	.0922	22,209	18,579	3,461	10,558		209,676	.1110	1,515	5,729	D	7.8	.1021	108
▲Winston Salem	102.0	.0697	28.5	107,981	.0827	17,526	18,179	3,385	10,314	E	157,386	.0833	1,543	5,522			.0804	115
Franklin	29.5	.0201	6.7	9,246	.0071	2,011	548	332	290		15,403	.0082	522	2,299	B	67.0	.0103	51
Gaston	104.2	.0712	24.1	63,513	.0487	18,140	7,325	1,728	5,810		85,550	.0452	821	3,550	E	8.5	.0515	72
Gastonia	24.0	.0163	6.0	35,375	.0271	7,586	5,796	730	4,954	F	26,160	.0138	1,090	4,360			.0183	112
Gates	9.4	.0064	2.2	2,225	.0017	576	*	*	*		2,592	.0014	278	1,178	E	68.1	.0025	39
Graham	12.4	.0085	2.8	1,248	.0009	66	*	*	*		3,245	.0017	262	1,248	G	43.4	.0028	33
Granville	28.8	.0196	6.5	12,214	.0094	2,339	1,251	425	336		19,592	.0104	680	3,014	B	62.3	.0119	61
Greene	17.1	.0117	3.5	5,067	.0039	626	*	*	*		10,344	.0055	605	2,955	B	85.3	.0063	54

▲ See end of state "Metropolitan County Areas." *Withheld to avoid disclosure. Before using these figures, see explanation page 19.

© SM, 1949.

*Hooper Says:**

WSJS STAYS ON TOP!

Morning — Afternoon — Evening

* Source:—City Hooper Rating, Fall and Winter, 1948-1949—Winston-Salem, N. C.

No. 1 Market in the South's No. 1 State!

Winston-Salem — Greensboro — High Point

Affiliated with
NATIONAL BROADCASTING CO.

WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS

Represented by
HEADLEY-READ COMPANY

Have you ordered your LIBRARY COPY of the 1949 Survey?

As an annual reference issue, SALES MANAGEMENT'S 1949 *Survey of Buying Power* gets a lot of wear and tear throughout the year. For executives who want one copy of the *Survey* in their office that will stand the punishment of year-round usage, we will soon have available a limited number of *special bound editions.* These copies of the 1949 Survey are protected by stiff, cloth-type covers with the name and date of the issue attractively gold-stamped on the front and on the backbone. Price $6.50 each postpaid. Write SALES MANAGEMENT, 386 Fourth Avenue, New York 16, N. Y.

THE MAGAZINE OF MARKETING

ABP ABC

Sales Management

386 Fourth Avenue, New York 16, N. Y. • 333 North Michigan Ave., Chicago 1, Ill. • 15 East de la Guerra, Santa Barbara, Calif.

NORTH CAROLINA . . . First in the South Atlantic!

North Carolina leads all 8 South Atlantic States and the District of Columbia . . . FIRST in population with 3,761,300 people . . . FIRST in total retail sales with $2,294,535,000.*

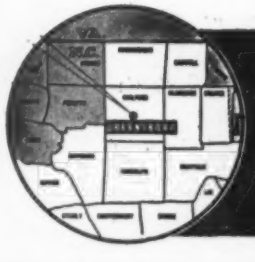
The GREENSBORO Market . . has ONE-FIFTH of N. C. Sales!

Located in the center of the State's industrial activity . . . the Greensboro 12-County ABC Retail Trading Area is in the heart of both industry and agriculture. Here ONE-SIXTH of the State's population live and work . . . spending $425,849,000 or ONE-FIFTH of North Carolina's total retail sales. Sales are made easier in this rich and teeming area when your sales plans and promotion are geared to fit this market.

- $425,849,000, Total Retail Sales
- $90,365,000 ..... Food Sales
- $51,170,000 ..... General Merchandise Sales
- $12,748,000 ..... Drug Sales
- $616,595,000, Potential or Total Net Effective Buying Income

***All figures shown taken from 1949 Sales Management.**

Reach this wide-awake, responsive audience through the NEWS and RECORD with daily circulation in excess of 90,000 and better than 60% coverage of the ABC Area.



Greensboro News and Record

GREENSBORO, N. C.

Represented by Jann & Kelley, Inc.

90,000 Daily Circulation 60% Coverage 12 County ABC Market

NORTH CAROLINA— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (In thousands of dollars)									FARM			
	Total (In thousands)	% of U.S.A.	Families (In thousands)	Dollars (In thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (In thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Guilford.....60	175.2	.1196	45.0	173,623	.1330	34,155	25,162	5,470	14,488	.....	240,280	.1272	1,371	5,340	B	9.3	.1274	107
▲Greensboro....	79.0	.0540	21.4	110,078	.0843	19,260	18,827	3,099	9,241	E	130,067	.0689	1,646	6,078	.....	.....	.0705	131
High Point.....	47.5	.0324	12.8	52,434	.0402	14,895	6,335	2,322	4,553	G	65,560	.0347	1,380	5,121	.....	.....	.0359	111
Halifax.....	54.3	.0370	12.0	27,303	.0209	7,104	2,941	824	1,295	.....	41,328	.0219	761	3,444	B	42.2	.0246	68
Harnett.....	43.7	.0299	9.7	18,709	.0143	3,808	2,723	638	1,185	.....	31,803	.0168	728	3,279	B	52.2	.0187	63
Haywood.....	32.4	.0221	7.5	18,456	.0142	2,635	750	624	1,366	.....	25,875	.0137	799	3,450	E	29.5	.0155	70
Henderson.....	27.4	.0187	7.1	18,618	.0142	4,038	1,585	571	1,337	.....	29,473	.0156	1,076	4,151	E	31.5	.0158	84
Hendersonville...	7.2	.0049	2.2	15,676	.0120	3,246	1,595	*	1,261	.....	9,402	.0050	1,306	4,274	.....	.....	.0071	145
Hertford.....	17.9	.0122	3.9	8,576	.0066	2,126	1,455	172	332	.....	11,897	.0063	665	3,051	C	54.0	.0076	62
Hoke.....	14.9	.0102	3.2	4,596	.0035	792	500	*	*	.....	9,135	.0048	613	2,855	D	67.5	.0055	54
Hyde.....	6.8	.0045	1.6	1,429	.0011	382	*	*	54	.....	1,858	.0010	282	1,161	F	61.1	.0017	38

▲ See end of state "Metropolitan County Areas."

*Withheld to avoid disclosure.

© SM, 1949.

Before using these figures, see explanation page 19.



"SERVING THE MAGIC CIRCLE... THE 6th CITY OF AMERICA

Though modest in size

We're BIG

IN SERVICE

HOOPER STATION AUDIENCE INDEX

WINTER, 1949 — **CITY ZONE** — **Greensboro, N. C.**

	WBIG
Monday thru Friday 8:00 AM—12 N	46.0
Monday thru Friday 12:00 N—6:00 PM	41.2
Sunday thru Saturday 6:00 PM—10:00 PM	59.8

WBIG

greensboro, n. c.
5000 w. day & nite
columbia affiliate
gilbert m. hutchison, general manager
represented by hollingbery

BROADCASTING • Telecasting



First

IN NEWS COVERAGE
IN CITY CIRCULATION
IN COUNTY CIRCULATION
IN TOTAL CIRCULATION
IN ADVERTISING VOLUME

CANNY SPACE BUYERS ARE WISE TO IT!

The facts and figures are available. Look 'em up. You'll find that The Charlotte Observer is the best advertising buy in the richest trading area of the two Carolinas.

With a population of more than one million (ABC Retail Trading Zone), the Charlotte market is the biggest between Washington and Atlanta. If you want to sell a lot of anything to anybody in Charlotte and this rich trading territory, advertise in the No. 1 newspaper of the two Carolinas.

CURRENT NET PAID CIRCULATION

MORE THAN **135,000** DAILY

MORE THAN **141,000** SUNDAY

The Charlotte Observer

CHARLOTTE, NORTH CAROLINA

The Foremost Newspaper of the Two Carolinas

CURTIS B. JOHNSON, PUBLISHER

NORTH CAROLINA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Iredell	59.5	.0406	14.4	31,092	.0238	6,291	4,587	845	2,251		56,882	.0301	956	3,950	C	29.3	.0303	75
Statesville	19.8	.0135	5.4	19,122	.0146	3,822	3,129	568	1,413	H	23,800	.0126	1,202	4,407			.0134	99
Jackson	16.4	.0112	3.6	6,858	.0053	922	1,189	*	282		10,588	.0056	646	2,941	G	48.4	.0066	59
Johnston	59.5	.0406	13.5	25,475	.0195	3,774	3,145	664	971		45,262	.0240	761	3,353	A	64.6	.0260	64
Jones	10.2	.0070	2.1	2,117	.0016	683	*	*	*		2,932	.0015	287	1,396	E	78.9	.0028	37
Lee	18.9	.0129	4.5	12,648	.0097	2,752	1,454	398	685		16,451	.0088	870	3,656	D	39.8	.0099	77
Lenoir	42.5	.0290	10.2	31,968	.0245	4,788	6,749	889	1,833		50,492	.0267	1,188	4,950	B	49.8	.0285	91
Kinston	20.5	.0140	5.5	26,342	.0202	3,854	6,633	*	*		28,700	.0152	1,400	5,218			.0165	118
Lincoln	24.0	.0164	5.4	10,260	.0078	2,010	1,314	225	374		17,223	.0091	718	3,189	E	44.6	.0102	82
McDowell	22.0	.0150	5.0	9,717	.0075	2,275	876	359	378		13,939	.0074	634	2,788	G	19.1	.0090	60
Macon	14.5	.0099	3.4	5,627	.0043	1,121	438	172	320		8,390	.0044	579	2,468	F	53.7	.0055	56

*Withheld to avoid disclosure.

© SM, 1949.

Before using these figures, see explanation page 19.

A WORD TO THE WISE IS SUFFICIENT

LOOK AT THE RECORD*

Put *your* advertising dollar to work in a market where year-in-year-out *more* consumer dollars are being spent.

Retail Sales—1946—$35,144,000
Retail Sales—1947—$47,878,000
Retail Sales—1948—$52,434,000

[in 3 Short Years An Increase of **49%**]

You can effectively blanket — ***and sell*** — the rich, growing High Point market of busy families through the pages of the city's only daily newspaper which serves a trading zone of over 100,000.

**Sales Management—1949 Survey of Buying Power*

THE HIGH POINT ENTERPRISE Representative: The John Budd Co.

NORTH CAROLINA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Madison	18.6	.0127	4.2	4,396	.0034	758	548	145	71		9,527	.0051	512	2,268	D	73.7	.0061	48
Martin	25.1	.0171	5.4	13,444	.0103	1,516	1,830	279	580		20,927	.0110	834	3,875	B	60.7	.0120	70
Mecklenburg....22	175.0	.1195	46.2	196,974	.1508	33,680	34,989	6,186	17,297		265,750	.1407	1,519	5,752	D	7.0	.1395	117
▲Charlotte	140.0	.0956	36.8	187,150	.1433	30,319	34,989	5,952	17,297	C	251,048	.1329	1,793	6,822	.....	.....	.1286	135
Mitchell	14.5	.0099	3.1	5,446	.0041	396	329	132	265		9,180	.0049	633	2,961	F	39.3	.0057	58
Montgomery	16.5	.0112	3.9	7,763	.0060	1,731	813	173	395		13,428	.0071	814	3,443	E	32.5	.0076	68
Moore	32.0	.0219	7.8	15,994	.0122	4,137	1,110	545	479		26,489	.0140	828	3,396	D	29.3	.0150	68

▲ See end of state "Metropolitan County Areas."

© SM, 1949.

Before using these figures, see explanation page 19.

FOR THE BENEFIT OF ALL we've tried to give you the information needed to understand the figures in the Survey of Buying Power. So if you are confused or in doubt as to the sources of our figures, please run through the introduction beginning on page 19, again.



UP... UP... UP We Go

IN POPULATION -- IN EFFECTIVE BUYING INCOME

★ A NEW HIGH! City Population 140,000* ★ A NEW HIGH! Effective Buying Income Per Family $6,822.00*

*SM 1949 Figures

CHARLOTTE, NORTH CAROLINA

The Richest City In The Two Carolinas...And You Can Cover This Premium Market Neatly And Thoroughly -- Without Waste -- Through The Advertising Columns Of . . .

THE CHARLOTTE NEWS

Established 1888

Largest Afternoon Newspaper in the Carolinas

CHARLOTTE, NORTH CAROLINA

National Representative: The Katz Agency

THE EVENING TELEGRAM

ROCKY MOUNT
Retails Sales*
Total 1947
$33,715,000.00
Total 1948
$36,453,000.00

Covers Rocky Mount, N. C. Like a Roof

You can reach the money-spenders of Rocky Mount and the rich Nash - Edgecombe Market with one cost in . . .

ROCKY MOUNT
Effective Buying Income*
Per Family 1948
$3,971.00
City Population
34,000

For Radio Coverage
Use WCEC 1000 Watts
And WCEC-FM 33,000 Watts

THE EVENING TELEGRAM

* *Sales Management's 1949 Survey of Buying Power*

"The Daily Newspaper of Northeastern North Carolina"

Represented Nationally by Ward-Griffith Co., Inc.

NEW YORK CHICAGO ATLANTA DETROIT BOSTON SAN FRANCISCO

NORTH CAROLINA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Nash	61.2	.0418	13.9	32,781	.0252	7,246	3,338	1,301	1,439	.....	54,775	.0290	895	3,941	B	54.0	.0304	73
†Rocky Mount	34.0	.0232	8.7	36,453	.0279	7,047	5,771	1,243	*	F	34,544	.0183	1,016	3,971	.....	.....	.0222	98
New Hanover	178 84.9	.0579	23.7	69,325	.0531	12,935	9,793	2,533	4,135	.....	121,238	.0642	1,428	5,116	E	6.3	.0596	103
◆Wilmington	50.2	.0343	14.0	59,481	.0456	11,229	*	*	4,135	F	75,437	.0399	1,503	5,063	.....	.....	.0405	118

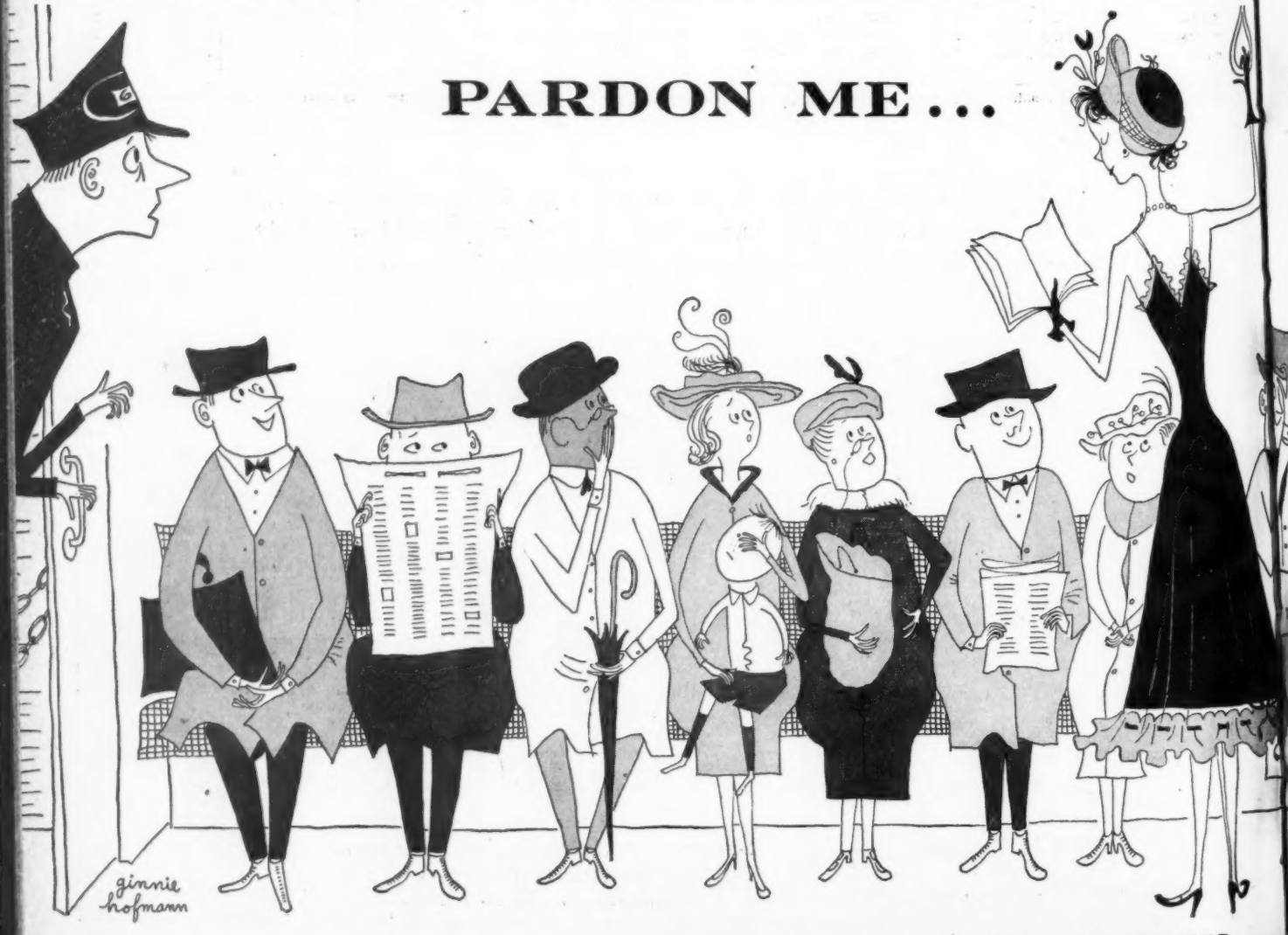
† Rocky Mount is in Edgecombe and Nash Counties.
◆ See end of state "New Metropolitan County Areas."

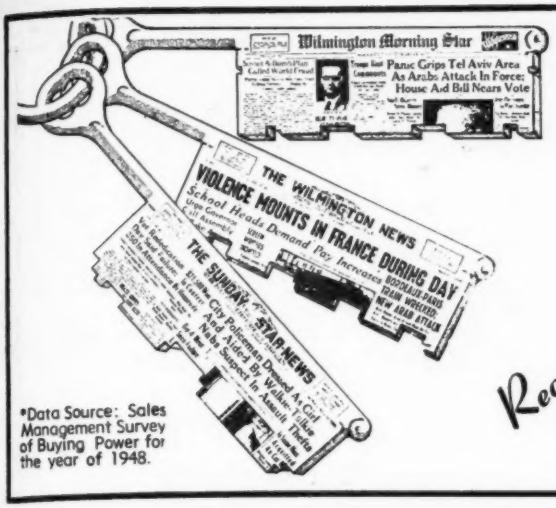
*Withheld to avoid disclosure.

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Before using these figures, see explanation page 19.

PARDON ME . . .





*Data Source: Sales Management Survey of Buying Power for the year of 1948.

3 MASTER KEYS

TO UNLOCK **SALES POWER**

IN THE EIGHT COUNTY $144,957,000. MARKET OF

WILMINGTON, N. C.

NORTH CAROLINA'S PORT AND RESORT CITY

THAT MEAN MORE SALES TO
STAR — NEWS ADVERTISERS

*Record Gains**

Retail Sales up $9,569,000; Spendable Income up $7,402,000; Family Income far above average for N.C. and U.S. Entire market potentials constantly on the increase.

STAR — NEWSPAPERS

NORTH CAROLINA— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Northampton	27.7	.0189	5.9	5,483	.0042	1,088	813	199	*		8,599	.0045	310	1,457	B	65.5	.0073	39
Onslow	29.6	.0202	6.7	5,175	.0040	1,665	266	132	*		7,774	.0042	263	1,160	D	70.9	.0073	36
Orange	23.2	.0159	5.6	11,762	.0090	2,850	955	373	156		16,504	.0087	711	2,947	E	31.6	.0102	64

*Withheld to avoid disclosure.

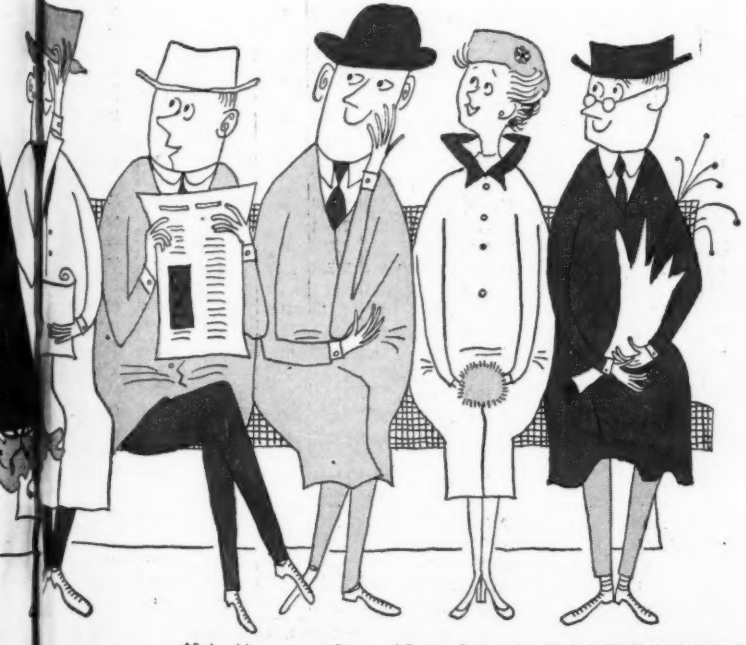
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Before using these figures, see explanation page 19.

IS YOUR SLIP SHOWING?

Better take another look. You may be covering only part of your Carolina market. In fact, if you aren't using WBT, you're missing a quarter-billion dollars! Because . . .

*Annual retail sales in WBT territory are a quarter-billion dollars greater than the retail sales within the area of any other Carolina station . . . a whopping $1,513,295,000!**



What's more, WBT delivers a far bigger Hooper-measured share of audience than all other stations combined in Charlotte†. . . has virtually *no* Charlotte competition in the 94 outside counties!

For complete coverage in the Carolinas, ask us or Radio Sales about WBT's right combination of the *biggest* market plus the *biggest* audiences. We'll show you how to cover yourself with glory.

JEFFERSON STANDARD **WBT**
BROADCASTING COMPANY
50,000 watts • Charlotte, N.C. Represented by Radio Sales

*Sales Management Survey of Buying Power May 1949, WBT 50-100% BMB day-night area. †C. E. Hooper, Dec. 1948–Jan. 1949, or any other Hooper ever made.

first *in per capita* Sales
among Major Cities in North Carolina

SALISBURY *thirteenth in population, ranks—*

9th in TOTAL RETAIL SALES
1st in per capita Retail Sales
3rd in per capita Drug Sales
5th in per capita Food Sales
7th in per capita General Mdse. Sales
5th in per capita Furn.-House.-Radio Sales

This High Income Population Can Be Reached Through

The
SALISBURY POST
Daily and Sunday

Write for BRAND PREFERENCE SURVEY

Represented by WARD-GRIFFITH COMPANY, INC.

NORTH CAROLINA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S.A. Potential	Quality of Market Index
Pamlico	9.2	.0062	2.2	1,574	.0012	758	*	*	*		3,062	.0018	333	1,392	F	57.8	.0024	39
Pasquotank	25.0	.0171	6.4	16,864	.0129	4,203	2,033	306	1,534		27,680	.0147	1,107	4,325	E	19.1	.0148	85
Elizabeth City	15.0	.0102	4.0	14,773	.0113	3,346	2,033	305	1,534	H	18,574	.0098	1,238	4,644	.....	.....	.0103	101
Pender	17.5	.0119	3.9	4,505	.0035	1,167	407	*	*		7,199	.0038	411	1,848	E	67.9	.0053	45
Perquimans	9.8	.0067	2.4	4,018	.0031	889	234	*	*		6,452	.0034	658	2,688	E	56.6	.0040	60
Person	24.1	.0165	5.3	10,294	.0078	2,060	1,189	332	302		16,817	.0089	698	3,173	C	52.2	.0101	61
Pitt	62.3	.0425	14.0	39,705	.0304	5,900	5,805	691	2,270		58,709	.0311	942	4,194	A	60.1	.0332	78
Greenville	18.0	.0123	4.7	22,433	.0172	3,675	3,755	411	1,522	E	17,143	.0091	952	3,647	.....	.....	.0122	99
Polk	10.6	.0073	2.6	3,511	.0027	890	141	172	38		7,564	.0040	714	2,909	F	41.0	.0043	59
Randolph	41.5	.0283	10.0	19,234	.0148	3,808	2,207	518	1,118		23,401	.0124	564	2,340	D	23.8	.0163	58
Richmond	37.5	.0256	8.9	20,211	.0154	4,532	4,192	359	1,719		34,329	.0181	915	3,857	D	22.0	.0188	73
Robeson	80.0	.0546	17.7	37,343	.0287	6,724	4,131	996	1,580		60,021	.0318	750	3,391	A	63.2	.0354	65
Lumberton	5.8	.0040	1.5	13,361	.0104	2,308	2,206	359	950	H	7,143	.0038	1,232	4,762	.....	.....	.0058	145
Rockingham	61.5	.0420	14.5	35,138	.0269	7,598	3,427	968	2,791		51,165	.0271	832	3,529	B	28.5	.0300	71
Reidsville	13.3	.0090	3.7	14,301	.0110	3,016	1,970	491	1,580	G	12,485	.0066	939	3,374	.....	.....	.0084	93
Rowan	75.0	.0512	18.7	56,225	.0430	12,332	6,289	1,711	4,866		75,725	.0401	1,010	4,049	D	13.1	.0432	84
Salisbury	26.5	.0181	7.4	44,249	.0339	6,746	6,168	1,322	3,815	G	35,545	.0188	1,341	4,803	.....	.....	.0232	128
Rutherford	41.8	.0284	9.6	18,004	.0138	4,104	1,788	491	895		27,745	.0147	667	2,890	E	32.7	.0172	61
Sampson	45.9	.0313	9.9	17,515	.0134	3,542	1,882	398	897		26,489	.0140	577	2,676	B	72.0	.0173	55
Scotland	23.0	.0157	5.2	11,182	.0085	2,736	2,518	306	475		15,259	.0081	663	2,934	D	46.5	.0097	62
Stanly	35.0	.0239	8.5	20,627	.0158	3,477	2,129	571	1,618		28,544	.0151	816	3,358	E	21.6	.0171	72
Albemarle	14.6	.0100	4.1	15,842	.0121	1,516	2,033	451	1,387		15,509	.0082	1,062	3,783	.....	.....	.0097	97
Stokes	20.0	.0136	4.6	4,940	.0038	792	234	*	*		9,737	.0051	487	2,117	B	79.3	.0064	47
Surry	43.0	.0294	10.0	24,100	.0185	4,367	4,036	717	1,374		38,007	.0202	884	3,801	B	41.2	.0215	73
Swain	13.2	.0090	2.7	2,660	.0020	659	172	*	*		4,254	.0022	322	1,578	G	44.1	.0035	39
Transylvania	13.2	.0090	3.1	6,170	.0047	1,402	407	253	274		9,357	.0050	709	3,018	G	22.5	.0057	63
Tyrrell	5.1	.0035	1.3	1,429	.0011	329	141	*	*		1,898	.0010	372	1,460	F	42.8	.0015	43
Union	39.0	.0266	8.8	16,609	.0128	2,950	2,377	425	546		28,556	.0151	732	3,245	C	54.7	.0167	63
Vance	30.5	.0208	6.9	18,565	.0142	3,608	2,723	571	1,076		28,282	.0150	927	4,099	B	38.1	.0159	76
Henderson	16.2	.0111	4.1	16,689	.0128	2,456	2,722	*	1,076	G	13,660	.0073	843	3,332	.....	.....	.0097	87
Wake	116.6	.0798	29.0	115,169	.0882	17,158	13,534	4,134	8,159		152,890	.0809	1,311	5,272	A	23.3	.0828	104
◆Raleigh	66.3	.0452	15.3	99,416	.0761	13,416	13,316	3,514	7,942	E	92,252	.0488	1,391	6,030	.....	.....	.0563	125
Warren	21.9	.0150	4.7	7,743	.0059	1,549	845	199	223		13,741	.0073	627	2,924	C	66.6	.0084	56
Washington	12.4	.0084	2.8	4,307	.0033	1,088	407	132	138		6,883	.0036	555	2,458	E	37.3	.0045	54
Watauga	16.4	.0112	3.7	6,206	.0048	940	689	148	152		9,606	.0051	586	2,596	E	59.1	.0062	55

◆ See end of state "New Metropolitan County Areas."

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 19.

You Can SELL

1/3 of

North Carolina

Without Waste . . .

Without Duplication . . .

AT ONE LOW COST!



"Golden Belt Of The South"

THE BALANCED MARKET IN THE SOUTH'S NO. 1 STATE

The only Morning and Sunday paper in a rich 33-county area.

Circulation

101,222 MORNING | **103,743 SUNDAY**

A.B.C. Pub. Statement 9/48

The News and Observer

MORNING and SUNDAY

Raleigh, North Carolina

Represented by THE BRANHAM COMPANY

THE RALEIGH MARKET IS

One of the MOST IMPORTANT MARKETS in the entire South! Ahead in retail and wholesale sales, in effective buying power, in family income. The Raleigh News and Observer has grown in circulation with this great market—the heart of TOBACCO-LAND, USA.

AHEAD OF LAST YEAR—AND STILL GAINING

HERE'S YOUR 1949 SALES MAP

This year's edition of SALES MANAGEMENT'S popular five-color *County Outline Retail Sales Map* of the U. S. provides a graphic guide to all the nation's markets for use in sales and advertising planning. Measuring 37 x 41 inches and suited for either wall or desk use, the 1949 *County Outline Map* is based on "Survey of Buying Power" figures and includes all the following features:

All Metropolitan County Areas outlined in red.

All counties shown in one of five colors according to their 1948 retail sales.

Top counties with sales over ¼ billion marked with a star.

472 leading U. S. cities shown with an index to their latest population level.

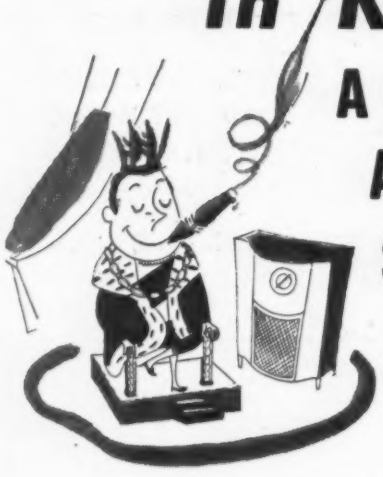
Blown up projections of congested areas.

Orders will be accepted now for copies of the 1949 *County Outline Retail Sales Map.* The price is $3.50 each, or $2.50 each in quantities of two or more. All maps will be mailed postpaid in heavy mailing tubes.

Sales Management

386 Fourth Avenue
New York 16, N. Y.

In KING TOBACCO LAND



A KING-SIZE Voice Brings You A KING-SIZE Share of a $746,484,000 Retail Market

The Tobacco Empire . . . Eastern North Carolina . . . is a rich segment of the country's population, retail sales and income—1,325,400 people living in 304,000 families and spending $746,484,000 of their $1,164,861,000 for retail goods.

The powerful King-Size voice of WGTM . . . 5000 Watts fulltime . . . enables you to cover this big, important market with a single advertising expenditure—economic mass-selling that squares with today's urgent emphasis on making every advertising dollar count.

WGTM Covers This Rich Market With a King-Size Voice!

5000 Watts Full-Time
Mutual Exclusive in This Area

WGTM
Wilson, North Carolina

590 Kilocycles
WEED & COMPANY, National Representatives

NORTH CAROLINA—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Wayne	63.5	.0434	14.7	40,027	.0307	6,633	6,292	886	2,410		60,706	.0321	956	4,130	B	47.0	.0339	78
Goldsboro	26.8	.0183	7.0	32,422	.0249	4,660	5,751	643	2,203	G	32,229	.0171	1,203	4,604			.0197	108
Wilkes	39.7	.0271	8.7	15,199	.0116	2,390	2,377	358	706		22,563	.0120	568	2,593	D	45.0	.0149	55
Wilson	53.8	.0368	12.7	36,192	.0277	5,788	4,371	1,039	2,758		52,798	.0279	985	4,157	B	52.7	.0296	81
Wilson	24.3	.0166	6.7	29,026	.0222	4,269	4,336	883	2,571	E	31,084	.0164	1,279	4,639			.0182	110
Yadkin	16.9	.0129	4.4	4,126	.0032	858	438	*	*		7,002	.0037	370	1,591	C	62.9	.0054	42
Yancey	13.9	.0095	3.1	2,316	.0017	363	63	*	122		5,734	.0031	413	1,850	F	61.3	.0040	42
Total Above Cities	1,051.9	.7181	282.9	1,321,018	1.0118	234,358	201,780	35,279	98,254		1,499,866	.7940	1,426	5,302			.8442	118
State Total	3,761.3	2.5675	898.5	2,294,538	1.7575	452,930	304,338	65,339	155,783		3,487,827	1.8464	927	3,882		33.6	1.9640	76

NORTH CAROLINA—Metropolitan County Areas

Asheville	6	116.4	.0795	31.7	110,054	.0843	24,577	17,769	3,816	7,348		164,780	.0872	1,416	5,198			.0848	107
Charlotte	22	175.0	.1195	46.2	196,974	.1506	33,660	34,989	6,186	17,297		265,750	.1407	1,519	5,752			.1395	117
Durham	39	95.0	.0648	25.8	101,350	.0776	18,641	15,022	3,034	11,144		149,185	.0789	1,570	5,782			.0757	117
Greensboro	50	175.2	.1196	45.0	173,623	.1330	34,155	25,162	5,470	14,488		240,280	.1272	1,371	5,340			.1274	107
Winston-Salem	136	139.4	.0945	36.6	120,379	.0922	22,209	18,579	3,461	10,558		209,676	.1110	1,515	5,729			.1021	108

NORTH CAROLINA—New Metropolitan County Areas

Fayetteville	148	73.4	.0501	17.4	41,538	.0318	7,914	5,549	1,050	2,900		75,978	.0403	1,035	4,367			.0397	79
Raleigh	169	116.6	.0796	29.0	115,169	.0882	17,158	13,534	4,134	8,159		152,890	.0809	1,311	5,272			.0828	104
Wilmington	178	84.9	.0579	23.7	69,325	.0531	12,935	9,793	2,533	4,135		121,238	.0642	1,428	5,116			.0596	103

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*Withheld to avoid disclosure.

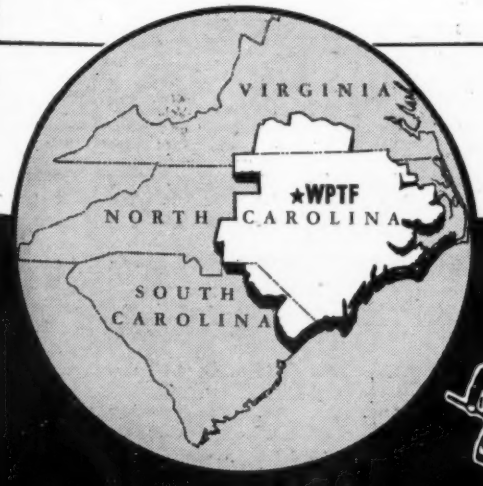
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Sales Management

1949 SURVEY

More Proof That WPTF Is The No. 1 Salesman In North Carolina The South's No. 1 State

	WPTF 50-100% BMB DAYTIME COUNTIES	WPTF 10-50% BMB DAYTIME COUNTIES	TOTAL
Population	2,705,600	1,896,500	4,602,100
Families	633,700	451,900	1,085,600
Retail Sales	*$1,516,145,000	$1,017,917,000	$2,534,062,000
Food Sales	298,537,000	212,118,000	510,655,000
Gen. Mdse. Sales	192,427,000	128,164,000	320,591,000
Drug Sales	42,122,000	27,315,000	69,437,000
Furn. House Radio Sales	89,304,000	59,636,000	148,940,000
Eff. Buying Income	†2,279,852,000	1,524,140,000	3,803,992,000



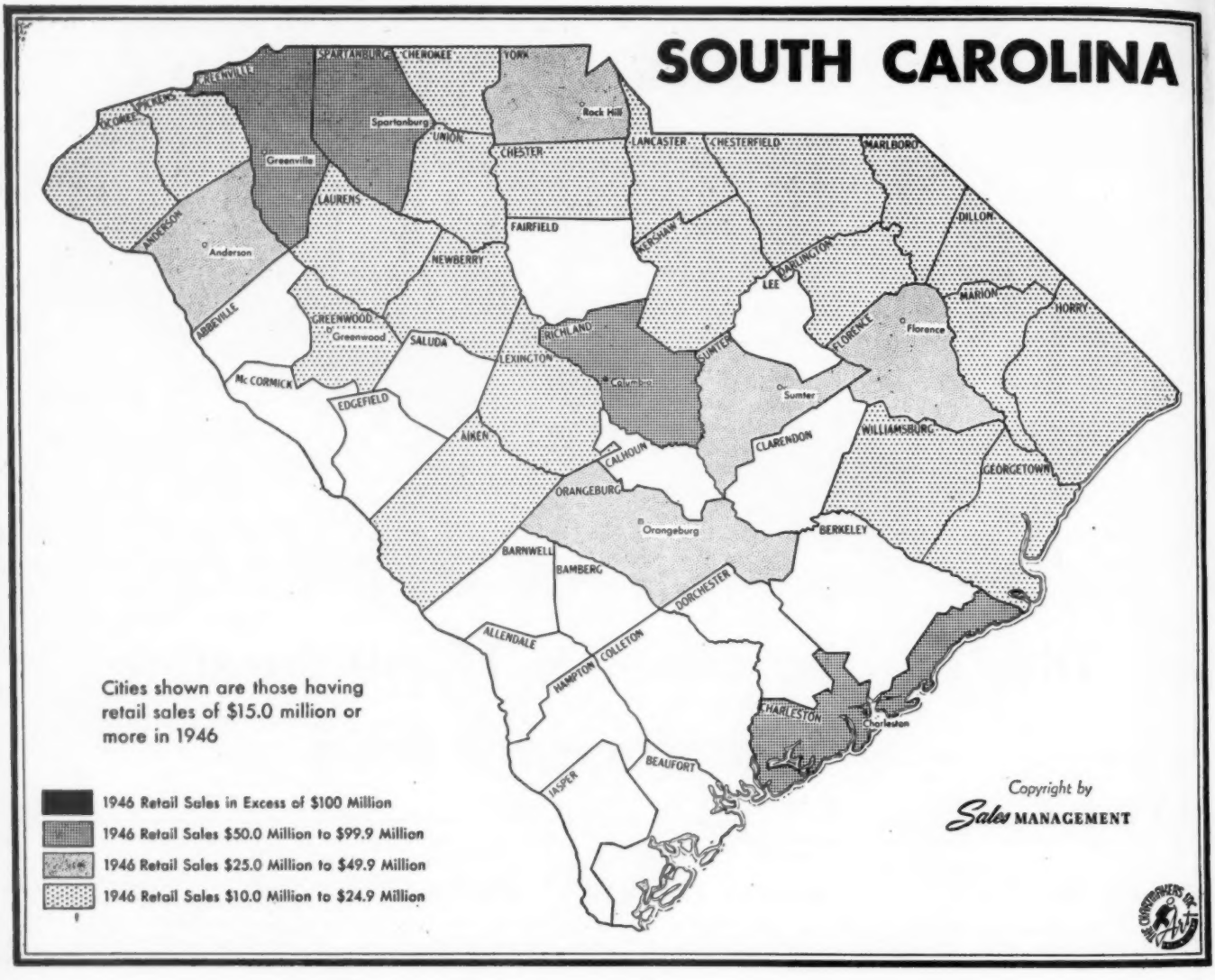
***$45,000,000 Increase Over Last Year**

†$75,000,000 Increase Over Last Year

WPTF 680 KC **50,000** WATTS **NBC** AFFILIATE

Raleigh, North Carolina

FREE & PETERS, INC., NATIONAL REPRESENTATIVES



SOUTH CAROLINA

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City	County	City	County	City	County
Anderson	Anderson	Florence	Florence	Rock Hill	York
Charleston	Charleston	Greenville	Greenville	Spartanburg	Spartanburg
Columbia	Richland	Greenwood	Greenwood	Sumter	Sumter
Conway	Horry	Orangeburg	Orangeburg		

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Abbeville	19.2	.0131	4.8	7,947	.0061	2,172	1,059	266	334	.....	10,936	.0058	570	2,278	E	47.7	.0074	56
Aiken	48.8	.0333	13.1	19,884	.0152	6,852	1,085	579	944	.....	29,908	.0158	613	2,283	C	35.2	.0191	57
Allendale	11.6	.0079	2.8	3,990	.0031	1,141	282	116	*	.....	5,868	.0031	506	2,096	E	67.1	.0041	52
Anderson	89.0	.0607	22.1	48,144	.0369	11,228	6,074	1,521	2,753	.....	75,294	.0399	846	3,407	B	32.3	.0432	71
Anderson	25.9	.0176	7.6	28,790	.0221	5,192	5,533	1,009	2,394	H	30,407	.0161	1,174	4,001	.....	.....	.0182	103
Bamberg	16.1	.0110	3.9	8,143	.0062	1,824	1,112	219	264	.....	10,980	.0058	682	2,815	E	64.9	.0070	64
Barnwell	16.5	.0113	4.2	8,822	.0051	1,755	737	220	43	.....	11,659	.0062	707	2,776	D	72.4	.0069	61
Beaufort	23.0	.0157	8.6	7,996	.0061	2,422	469	161	198	.....	12,108	.0064	526	1,835	F	40.0	.0082	52
Berkeley	25.4	.0173	5.8	6,148	.0047	1,824	*	139	105	.....	8,144	.0043	321	1,404	F	46.3	.0070	40
Calhoun	13.9	.0095	3.3	5,673	.0044	1,629	402	116	82	.....	7,849	.0042	565	2,378	E	71.9	.0053	56
Charleston 20	177.2	.1211	51.9	116,756	.0894	27,041	15,056	3,985	11,032	.....	219,019	.1159	1,238	4,220	E	11.9	.1089	90
▲Charleston	82.9	.0567	25.5	107,416	.0822	21,268	14,533	3,864	*	E	118,573	.0628	1,430	4,650	.....	.....	.0674	119

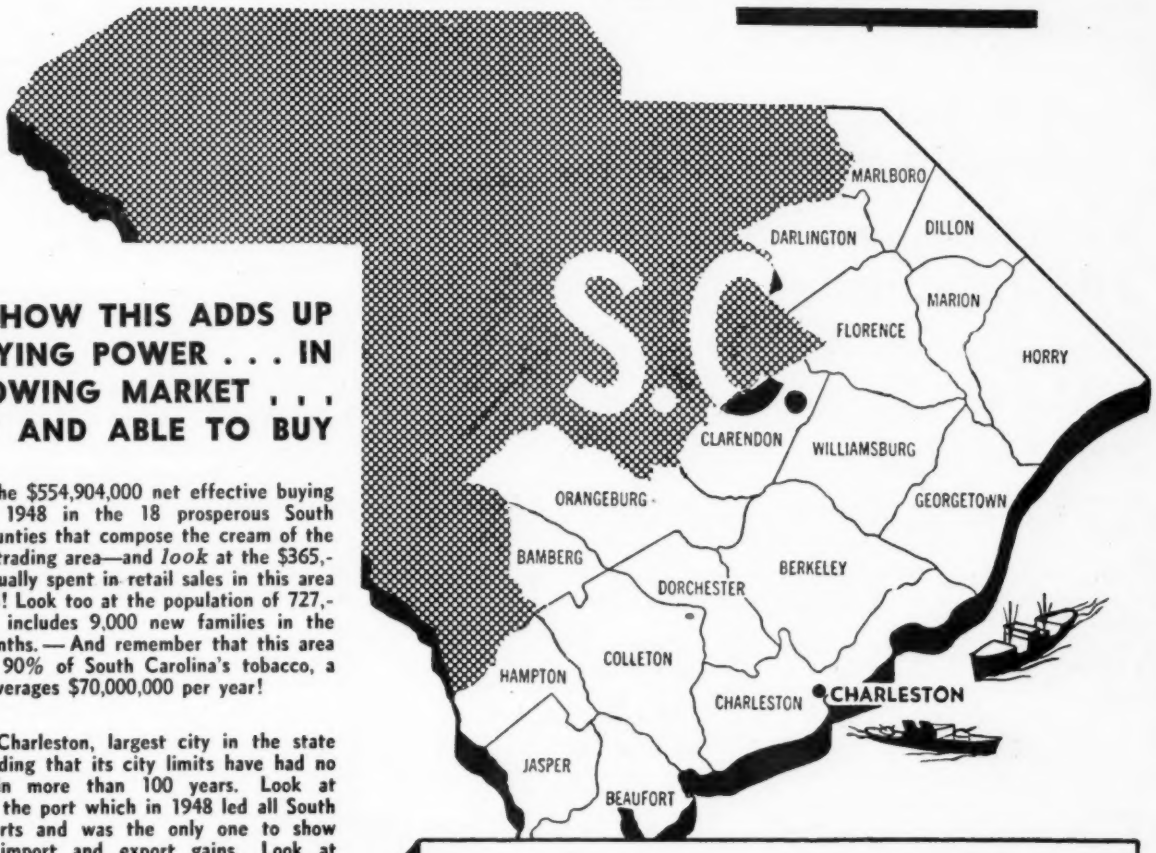
▲ See end of state "Metropolitan County Areas."

*Withheld to avoid disclosure.

© SM, 1949.

Before using these figures, see explanation page 19.

A GOOD LOOK AT CHARLESTON LOOKS GOOD



LOOK HOW THIS ADDS UP TO BUYING POWER . . . IN A GROWING MARKET . . . READY AND ABLE TO BUY

LOOK at the $554,904,000 net effective buying income of 1948 in the 18 prosperous South Carolina counties that compose the cream of the Charleston trading area—and *look* at the $365,577,000 actually spent in retail sales in this area during 1948! Look too at the population of 727,500, which includes 9,000 new families in the past 12 months. — And remember that this area grows over 90% of South Carolina's tobacco, a crop that averages $70,000,000 per year!

LOOK at Charleston, largest city in the state notwithstanding that its city limits have had no extension in more than 100 years. Look at Charleston, the port which in 1948 led all South Atlantic ports and was the only one to show consistent import and export gains. Look at Charleston's Naval Shipyard and the expanding Atlantic Fleet Naval Minecraft Base, which together in 1948 had payrolls approximating $20,000,000. Look at Charleston's healthy industries, including such growing industrial plants as that of the West Virginia Pulp and Paper Company, with its $3,600,000 payroll in 1948. — And don't overlook Charleston's tourist industry which last year the Chamber of Commerce valued at $6,000,000!

LOOK at Charleston County, with a population of 177,200, which in 1948 led all the counties of South Carolina in Retail Food and Drug Sales!

Figures on population, retail sales and buying power are from SALES MANAGEMENT'S 1949 annual SURVEY OF BUYING POWER.

LOOK TO THESE NEWSPAPERS TO REACH THE $550,000,000 EIGHTEEN COUNTY MARKET OF PROSPEROUS COASTAL SOUTH CAROLINA.

Charleston and its trading area are effectively covered at a low milline rate by two great newspapers—THE NEWS AND COURIER and THE CHARLESTON EVENING POST. Net paid circulation is now 70,146 M. & E. and 79,377 S. & E., February 1949 average. Daily circulation up 83%; Sunday and Evening up 91% since 1939.

These Two Papers in 1948 Carried 19,817,030 Lines of Advertising.

(Gain of 2,824,796 lines over 1947)

(Owners of Radio Station WTMA and WTMA-FM, NBC affiliate)

THE CHARLESTON EVENING POST
The News and Courier

REPRESENTED NATIONALLY BY THE JOHN BUDD COMPANY



It is South Carolina's Greatest with . . . . .

27% of S. C.'s POPULATION
24% of S. C.'s RETAIL SALES
35% of S. C.'s COVERED EMPLOYEES
37% of S. C.'s TAXABLE PAYROLLS
26% of S. C.'s NET INCOME
27% of S. C.'s AUTOS & TRUCKS

*Audit Bureau of Circulations, rating South Carolina's three largest markets, gives Greenville first place with 455,011 people; the "second" has 438,216; the "third" has 353,776.

The Greenville market is served, morning and evening, by The Greenville News and the Greenville Piedmont respectively, which, like their market, have consistently led in South Carolina in advertising linage.

Statistics on Population, Retail Sales, Net Income, from Sales Management's 1949 Survey of Buying Power; Covered Employees and Taxable Payrolls as of September 30, 1948, from S. C. Employment Security Commission; Autos and Trucks as of February 28, 1949, from S. C. Motor Vehicle Division.

Greenville News
MORNING & SUNDAY
GREENVILLE PIEDMONT
EVENING
Represented Nationally by WARD-GRIFFITH COMPANY, INC.
Operators of WFBC - NBC - 5000 Watts

SOUTH CAROLINA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (In thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Cherokee	30.0	.0205	7.0	13,964	.0107	2,868	1,822	416	906		17,285	.0092	576	2,469	D	39.6	.0119	58
Chester	29.2	.0192	6.9	16,057	.0123	5,042	2,010	382	1,108		19,979	.0105	708	2,896	E	38.3	.0128	67
Chesterfield	31.9	.0218	7.1	13,391	.0102	2,965	1,796	415	727		18,901	.0100	593	2,662	C	59.8	.0124	57
Clarendon	27.0	.0184	5.8	9,338	.0072	1,853	978	185	*		12,196	.0065	452	2,103	C	72.2	.0091	49
Colleton	25.6	.0175	6.3	10,514	.0080	2,089	1,032	289	451		13,006	.0069	508	2,064	E	54.4	.0094	54
Darlington	44.2	.0302	10.7	22,779	.0175	5,320	4,128	624	770		29,503	.0156	667	2,757	B	48.8	.0191	63
Dillon	27.4	.0187	6.0	12,152	.0093	2,743	1,032	313	412		14,844	.0079	542	2,474	B	66.6	.0105	58
Dorchester	21.5	.0146	5.1	7,684	.0059	2,117	710	266	*		10,094	.0053	469	1,979	E	47.5	.0073	50
Edgefield	15.9	.0109	3.9	6,181	.0047	1,601	523	220	*		8,625	.0048	542	2,212	E	65.4	.0059	54
Fairfield	21.4	.0146	5.0	8,371	.0064	2,201	804	243	268		11,364	.0060	531	2,273	F	47.1	.0078	53
Florence	73.4	.0501	17.3	46,387	.0355	7,059	6,901	1,064	2,815		62,440	.0330	851	3,609	B	51.7	.0371	74
Florence	25.0	.0171	7.3	28,806	.0221	3,787	5,026	798	2,515	*	19,851	.0105	794	2,719			.0153	89
Georgetown	26.8	.0183	6.5	12,459	.0096	4,052	1,273	555	587		17,263	.0092	644	2,656	E	34.1	.0111	61
Greenville 183	158.9	.1085	41.5	130,923	.1003	26,924	18,461	3,832	13,129		177,173	.0938	1,115	4,269	C	15.0	.0986	91
◆Greenville	70.0	.0478	20.0	116,590	.0893	18,036	18,091	3,257	12,210	E	99,209	.0525	1,417	4,960			.0626	131
Greenwood	43.4	.0296	11.4	29,985	.0230	7,109	4,084	833	2,383		44,311	.0234	1,021	3,887	F	19.2	.0245	83
Greenwood	18.0	.0123	5.0	21,289	.0163	4,109	2,341	651	2,189	H	22,050	.0117	1,225	4,410			.0132	107
Hampton	16.1	.0110	4.1	4,562	.0035	725	605	117	*		8,746	.0047	543	2,133	E	61.9	.0056	51
Horry	63.2	.0363	11.3	25,916	.0198	5,501	3,645	912	1,069		32,173	.0170	605	2,847	B	66.6	.0217	60
Conway	8.0	.0055	2.1	13,503	.0104	2,089	3,149	486	821	*	6,821	.0036	853	3,248			.0060	109
Jasper	9.6	.0061	2.2	2,027	.0016	333	*	*	*		3,218	.0017	358	1,463	G	45.2	.0026	43
Kershaw	36.0	.0246	8.5	12,148	.0093	3,356	1,300	381	552		17,034	.0090	473	2,004	D	52.5	.0122	50
Lancaster	23.4	.0160	5.4	15,517	.0119	3,621	2,533	440	987		17,690	.0094	756	3,276	E	32.2	.0115	72

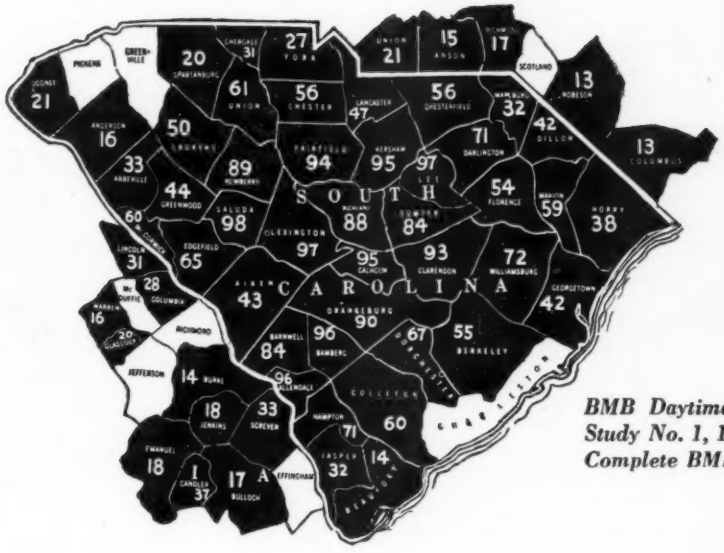
◆ See end of state "New Metropolitan County Areas."

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 19.

WIS, COLUMBIA, IS THE TOP STATION IN SOUTH CAROLINA!



BMB Daytime Audience.
Study No. 1, 1946
Complete BMB reprint on request.

Eighteen-year-old WIS is South Carolina's *leading* station—the most powerful station in the Columbia area, with the lowest frequency in the State. It completely saturates the 20-county Columbia Trading Area (BBD&O), which is by all odds the State's leading market. (The Spartanburg-Greenville 7-county area is next, followed by Charleston with 6 counties.)

There is no station of more than 1000 watts within approximately 80 miles of 5-kw WIS. . . . WIS-fm is offered as a bonus, without charge, to all AM advertisers.

In Columbia, WIS's standing is fully illustrated by the fact that in all but 3 quarter-hour periods daily, WIS gets the city's highest Hoopers. And although the State as a whole cannot be covered by *any* one South Carolina station, WIS comes closest, delivering a Daytime BMB Audience in *43* of the State's *46* counties. In addition, WIS has a Daytime BMB Audience in 10 Georgia and 5 North Carolina counties. These 58 counties give WIS an audience of 149,729 radio families.

WIS has been an NBC affiliate for 17 of its 18 years, has supplemented its network features with exceptional programming that pulls mail and mail-orders from all over the State.

For all the proof of our *overall superiority* in South Carolina, write to WIS, or ask Free & Peters.

WIS COLUMBIA, S. C.
5000 WATTS • 560 KC
NBC Affiliate

Plus WIS-fm



G. Richard Shafto, General Manager
J. Dudley Saumenig, Managing Director
FREE & PETERS, INC., National Representatives



The STUPENDOUS CBS SHOWS with the BIGGEST AUDIENCES in the Fertile SPARTANBURG-GREENVILLE Market!

GET YOUR SHARE! AIR YOUR WARES OVER . . .

WSPA

SOUTH CAROLINA'S OLDEST STATION

★

Represented By:
John Blair & Company
Harry E. Cummings, Southeastern Representative
Roger A. Shaffer, Managing Director;
Guy Vaughan, Jr., Sales Manager
CBS Station for the Spartanburg-Greenville Market

5,000 Watts -- 950 On Your Dial

WSPA and WSPA-FM Are Sold As A Single Service

COLOSSAL!

Hooper Rating Winter 1949

8:00 AM -- 12:00 N 63.2
(Mon. thru Fri.)
12:00 N -- 6:00 PM. 53.6
(Mon. thru Fri.)
6:00 PM -- 10:00 PM. 67.6
(Sun. thru Sat.)

★

SENSATIONAL!

Population 717,900*
Net Effective Buying Income. $596,485,000*
Retail Sales $425,107,000*

* *SM 1949 Figures for the 17-County Spartanburg-Greenville Area Blanketed by WSPA.*



SOUTH CAROLINA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S.A. Potential	Quality of Market Index
Laurens	37.9	.0259	9.3	20,801	.0159	5,292	2,225	624	1,485		26,887	.0142	709	2,891	D	36.1	.0171	66
Lee	19.2	.0131	4.4	9,124	.0070	2,422	710	*	*		11,549	.0061	602	2,625	C	73.9	.0078	60
Lexington	37.0	.0252	9.2	12,756	.0098	3,077	898	358	529		19,135	.0101	517	2,080	D	39.8	.0130	52
McCormick	8.3	.0057	2.0	2,763	.0021	696	402	*	*		3,634	.0020	438	1,817	F	68.0	.0028	49
Marion	28.7	.0196	6.6	16,332	.0125	3,620	2,666	799	844		18,533	.0098	646	2,808	C	54.4	.0126	64
Marlboro	30.2	.0206	6.9	13,685	.0105	3,385	1,890	336	608		19,540	.0103	647	2,832	B	59.7	.0124	60
Newberry	30.4	.0207	7.8	17,512	.0134	3,537	2,198	485	1,357		20,525	.0109	675	2,631	E	42.4	.0136	66
Oconee	32.3	.0221	7.6	13,555	.0104	3,203	1,742	338	463		17,374	.0092	538	2,286	E	47.1	.0121	55
Orangeburg	67.4	.0460	16.6	30,568	.0234	6,614	3,471	752	1,088		47,749	.0253	708	2,876	B	59.7	.0289	63
Orangeburg	17.2	.0117	5.2	17,699	.0135	2,938	2,359	486	1,030	H	14,967	.0079	870	2,878			.0103	88
Pickens	38.7	.0264	9.1	15,468	.0118	3,775	1,138	579	638		20,985	.0111	542	2,306	E	40.6	.0144	55
Richland 27	132.0	.0901	36.8	121,518	.0930	21,179	16,067	3,730	9,278		155,216	.0821	1,176	4,241	E	11.5	.0870	97
▲Columbia	72.5	.0495	21.4	115,320	.0884	18,008	15,888	3,632	*	E	102,368	.0542	1,412	4,784			.0635	128
Saluda	14.4	.0098	3.5	3,646	.0028	1,002	282	92	*		7,313	.0039	508	2,089	E	73.5	.0048	49
Spartanburg	144.5	.0987	35.2	94,680	.0726	17,939	14,344	2,481	7,501		136,842	.0725	947	3,888	B	22.6	.0778	79
Spartanburg	43.4	.0296	12.2	78,869	.0604	10,595	11,996	2,017	7,063	F	60,832	.0322	1,402	4,986			.0401	135
Sumter	56.4	.0385	13.3	34,140	.0261	7,018	3,766	829	1,949		46,925	.0248	832	3,528	C	47.9	.0279	72
Sumter	30.1	.0206	8.6	29,735	.0227	5,611	3,634	804	1,949	H	31,093	.0165	1,033	3,615			.0192	93
Union	25.5	.0174	6.0	16,923	.0130	3,510	2,881	382	855		22,551	.0119	884	3,759	F	32.2	.0133	76
Williamsburg	35.3	.0241	8.1	12,133	.0093	2,744	1,247	265	576		15,348	.0082	435	1,895	B	75.5	.0117	49
York	68.9	.0470	16.7	34,523	.0264	8,578	5,239	1,007	3,250		50,660	.0268	735	3,034	D	30.8	.0307	65
Rock Hill	24.4	.0166	6.5	19,644	.0151	4,052	3,686	579	2,410	H	24,329	.0128	997	3,743			.0143	86
Total Above Cities	417.4	.2850	121.4	577,661	.4425	95,685	86,236	17,583	32,581		530,500	.2808	1,271	4,370			.3301	116
State Total	1,961.1	1.3387	489.4	1,101,783	.8439	242,958	141,815	31,933	73,209		1,568,376	.8303	800	3,205		39.4	.9361	70

▲ See end of state "Metropolitan County Areas."

*Withheld to avoid disclosure.

© SM, 1949.

Before using these figures, see explanation page 19.

An index to advertisers starts on page 605.

COLUMBIA S. C. ADVANCES



AND THIS IS THE COLUMBIA MARKET— 18 COUNTIES COVERED BY THE STATE AND THE COLUMBIA RECORD

First Market In South Carolina

IN COVERAGE	18** 20% Plus Counties			
IN POPULATION	650,600*			
IN FAMILIES	161,700*			
IN RETAIL SALES	480,452,000*			
IN NET INCOME	501,613,000*			
IN FOOD SALES	75,080,000*			
IN GEN'L MDSE. SALES	47,652,000*			
IN DRUG SALES	10,364,000*			
IN WHOLESALE	20,577,000*			
IN CIRCULATION	MORNING & EVENING	89,372	SUNDAY & EVENING	92,326

† The State-Record, Dec. 31, 1948 thru Feb. 15, 1949

* May 1949 Sales Management

** March 31, 1948, ABC Audit

COLUMBIA is one of the South's fastest growing markets. It is the natural, governmental, cultural and geographical center of the 18 counties in Central South Carolina. This area, with a $500 million income, is completely and forcibly covered by THE STATE AND THE COLUMBIA RECORD. Investigate it before preparing any schedule for the Southeast. Grow with COLUMBIA—profit by the leadership in readership of these two newspapers.

The State
MORNING AND SUNDAY
The Columbia Record
EVENING EXCEPT SUNDAY
REPRESENTED BY THE BRANHAM COMPANY

WESC Gives You GREENVILLE — South Carolina's Top Metropolitan Market (See Page 432)

Plus Spartanburg and Anderson—Its Two Largest Non-Metropolitan Markets

20% of State population
23% of radio homes
25% of retail sales
35% of taxable payrolls



NO OTHER MEDIUM CAN COVER ALL THREE!

WESC 660 KC 5000 watts WESC-FM • Greenville, S. C.

SOUTH CAROLINA — Metropolitan County Areas

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Charleston.....20	177.2	.1211	51.9	116,756	.0894	27,041	15,056	3,985	11,032	.....	219,019	.1159	1,236	4,220	.....	.....	.1089	96
Columbia... 27	132.0	.0901	38.6	121,518	.0930	21,179	16,067	3,730	9,278	.....	155,216	.0821	1,176	4,241	.....	.....	.0870	97

SOUTH CAROLINA — New Metropolitan County Area

Greenville.....153	158.9	.1085	41.5	130,923	.1003	26,924	18,461	3,832	13,129	.....	177,173	.0938	1,115	4,269	.....	.....	.0986	91

GEORGIA — Counties and Cities

City	County	City	County	City	County
Albany	Dougherty	Decatur	DeKalb	Rome	Floyd
Athens	Clarke	East Point	Fulton	Savannah	Chatham
Atlanta	Fulton	Gainesville	Hall	Thomasville	Thomas
Augusta	Richmond	Griffin	Spalding	Valdosta	Lowndes
Brunswick	Glynn	La Grange	Troup	Waycross	Ware
Columbus	Muscogee	Macon	Bibb	West Point	Troup
Cordele	Crisp	Marietta	Cobb		
Dalton	Whitfield	Moultrie	Colquitt		

Appling.....	13.1	.0089	2.9	3,785	.0029	1,114	513	230	107	.....	7,887	.0042	602	2,720	E	53.4	.0048	54
Atkinson.....	6.4	.0044	1.4	1,334	.0010	452	138	41	*	.....	2,443	.0013	382	1,745	F	51.7	.0018	41
Bacon.....	7.0	.0047	1.6	3,384	.0026	1,066	375	135	*	.....	5,164	.0027	738	3,228	F	62.5	.0031	68
Baker.....	6.4	.0044	1.5	835	.0006	113	*	*	*	.....	1,628	.0009	254	1,085	E	85.0	.0015	34
Baldwin.....	23.2	.0158	6.5	5,787	.0044	2,423	1,063	405	546	.....	15,503	.0082	668	2,385	F	22.4	.0086	54
Banks.....	7.0	.0048	1.5	600	.0005	275	*	*	*	.....	1,635	.0008	234	1,090	F	79.1	.0015	31
Barrow.....	12.5	.0086	3.4	5,268	.0040	1,437	638	204	*	.....	8,431	.0045	674	2,480	F	46.2	.0052	60
Bartow.....	24.1	.0164	5.9	9,485	.0073	2,390	913	299	497	.....	17,135	.0091	711	2,904	E	34.0	.0100	61
Ben Hill.....	13.2	.0090	3.5	8,486	.0065	2,293	1,013	339	633	.....	12,239	.0065	927	3,497	E	31.0	.0070	79
Berrien.....	13.1	.0090	3.1	4,518	.0036	1,647	476	204	*	.....	10,064	.0053	768	3,246	D	65.7	.0055	61

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*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

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South Carolina Has 3 Metropolitan Areas

GREENVILLE IS 1ST.



	GREENVILLE	COLUMBIA	CHARLESTON
RETAIL SALES Sales Management 1949 Survey of Buying Power.	$130,923,000	$121,518,000	$116,756,000
TAXABLE PAYROLLS First three quarters 1948 — latest available figures from S. C. Employment Security Comm.	$81,155,013	$38,724,080	$35,196,825
COVERED EMPLOYMENT As of Sept. 30, 1948. Latest available figures from S. C. Employment Security Commission.	47,209	24,488	22,425
AUTOMOTIVE REGISTRATION As of Jan. 1949. Covers autos, trucks, trailers and motorcycles. S. C. Vehicle Bureau.	40,690	31,777	27,180
RADIO HOMES Broadcast Measurement Bureau, 1948 study.	36,850	23,560	29,610

For additional information communicate with any of

Greenville's Radio Stations or Newspapers

GREENVILLE, SOUTH CAROLINA

IN GEORGIA . . . *after Atlanta* . . .

FIRST CHOICE is SAVANNAH

Savannah has more people, income and retail sales than any other Georgia city except Atlanta . . . and its prosperity curve continues sharply upward. Retail sales gained 15.3% in 1948, income 20.3% . . . compared with a national gain of 11% in income and retail sales. Savannah's income averages a high $4,876 per family.

A happy diversification of strong industrial factors makes Savannah one of the fastest-growing cities in the South. Many new plants have been built here since the war. Besides being the state's leading seaport, Savannah is the distributing center for 23 counties in Georgia, 4 in South Carolina . . . a prosperous farm and tobacco belt where income totals $436,659,000; retail sales $292,535,000.

If you are not already selling Georgia's second retail and wholesale market, it will pay you to start now. The Savannah newspapers will help you establish your product solidly . . . not only in the city but throughout this fast-growing section of the Southeast.

The Morning News and Evening Press provide more than 70,000 circulation . . . and are read by nearly every family in Savannah and Chatham County, dominating the city zone practically to the exclusion of all outside papers. And in the ABC trading area of 462,253 people they are read in 55.6% of the homes.

Savannah Morning News

SAVANNAH EVENING PRESS

National Representatives

WARD-GRIFFITH COMPANY

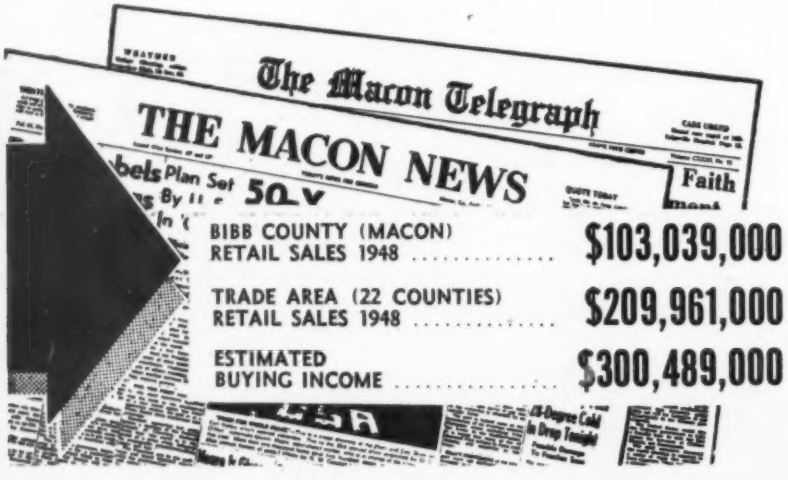
New York - Chicago - Detroit - Boston - Atlanta - San Francisco

GEORGIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Bibb.....69	110.1	.0751	33.8	103,039	.0789	23,669	14,776	2,755	8,963	.....	124,237	.0658	1,128	3,698	E	4.9	.0715	95
▲Macon.....	87.0	.0593	27.4	97,578	.0748	20,281	14,776	2,657	*	F	110,096	.0583	1,265	4,018	.....	.....	.0635	107
Bleckley.....	9.0	.0062	2.4	3,351	.0028	1,017	399	95	*	.....	5,171	.0027	575	2,155	E	61.8	.0034	55
Brantley.....	8.4	.0043	1.4	1,100	.0008	485	*	*	*	.....	1,904	.0010	298	1,360	G	44.4	.0016	37

▲ See end of state "Metropolitan County Areas." *Withheld to avoid disclosure. © SM, 1949. Before using these figures, see explanation page 19.



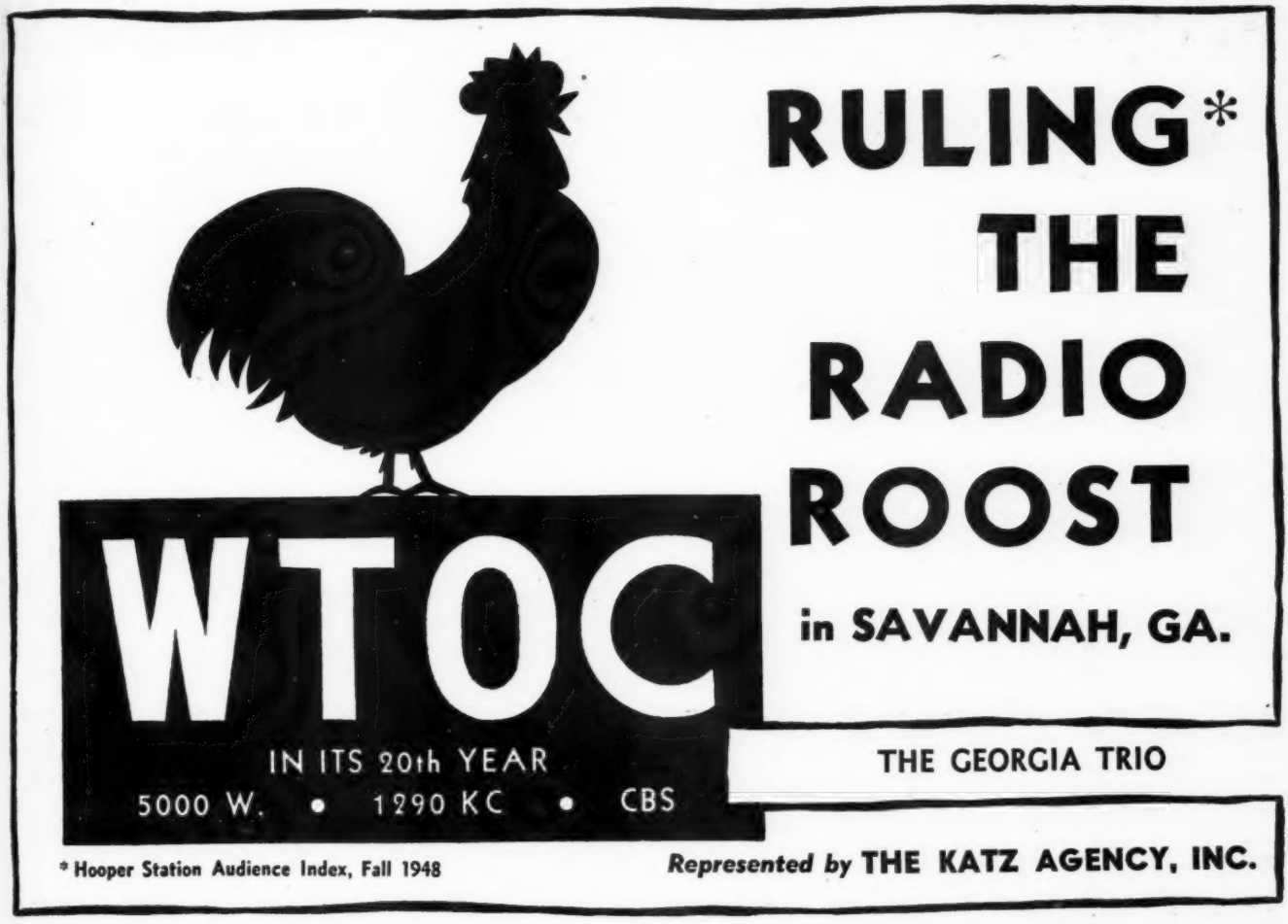
BUY MACON and You Buy Middle Georgia

MACON RETAIL SALES

1945	$53,000,000
1946	55,053,000
1947	86,094,000
1948	97,578,000

National Representatives

BURKE, KUIPERS & MAHONEY, INC.



GEORGIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Brooks	18.0	.0123	4.6	6,352	.0049	1,712	600	190	209		9,791	.0052	544	2,128	D	65.1	.0065	53
Bryan	5.8	.0040	1.4	1,550	.0012	452	76	*	*		2,178	.0012	376	1,556	G	37.6	.0018	45
Bulloch	22.4	.0153	5.4	14,071	.0108	2,567	1,012	405	554		16,046	.0085	716	2,971	C	61.1	.0105	69
Burke	22.9	.0156	6.6	7,802	.0060	2,294	476	204	149		12,784	.0067	558	1,937	C	71.5	.0083	53
Butts	8.2	.0056	2.3	3,952	.0030	903	375	135	*		5,983	.0032	730	2,601	F	51.5	.0036	64
Calhoun	9.6	.0065	2.6	3,201	.0025	710	300	135	43		5,167	.0027	538	1,987	E	66.3	.0034	52
Camden	6.7	.0046	1.7	2,667	.0020	823	*	*	*		3,808	.0020	568	2,240	G	19.7	.0025	54
Candler	7.1	.0049	1.7	4,119	.0032	791	400	176	*		5,717	.0031	805	3,363	E	67.2	.0035	71
Carroll	28.5	.0194	7.5	12,420	.0095	2,776	1,262	284	536		19,583	.0103	687	2,611	D	51.2	.0118	61
Catoosa	11.6	.0079	2.9	2,001	.0015	889	*	*	*		3,264	.0018	281	1,126	F	27.9	.0029	37
Charlton	4.5	.0031	1.1	1,750	.0013	290	*	*	*		2,992	.0015	665	2,720	G	25.0	.0018	58
Chatham 109	155.2	.1060	46.0	135,538	.1039	35,149	18,392	3,213	11,183		206,136	.1091	1,328	4,481	E	2.1	.1068	101
▲Savannah	131.3	.0897	38.8	130,928	.1003	33,097	17,513	3,213	*	E	189,175	1.001	1,441	4,876			.0981	109
Chattahoochee	1.6	.0010	.4	467	.0004	81	*	*	*		816	.0005	510	2,040	F	4.9	.0006	60
Chattooga	18.6	.0127	4.4	8,435	.0065	1,598	2,513	230	*		13,327	.0070	717	3,029	F	28.1	.0080	63
Cherokee	17.6	.0121	4.3	7,285	.0056	1,147	1,762	149	*		11,694	.0062	664	2,720	C	45.9	.0072	60
Clarke	33.0	.0225	9.6	36,152	.0277	8,466	4,505	1,225	2,248		39,706	.0210	1,203	4,136	F	9.8	.0232	103
Athens	27.6	.0188	8.2	35,321	.0270	7,910	4,505	1,225	2,248	G	33,277	.0176	1,206	4,058			.0207	110
Clay	6.5	.0044	1.7	2,301	.0018	613	112	68	*		4,352	.0023	670	2,560	E	71.4	.0026	59
Clayton	11.5	.0079	3.0	2,183	.0017	646	*	*	*		3,263	.0018	284	1,088	F	32.6	.0030	38
Clinch	5.5	.0037	1.4	2,184	.0017	710	513	*	*		3,533	.0018	642	2,524	G	15.7	.0022	50
Cobb	52.0	.0355	13.2	26,580	.0204	5,709	2,255	952	1,440		45,708	.0242	879	3,463	E	27.0	.0252	71
Marietta	24.5	.0167	7.1	16,985	.0130	2,968	1,782	652	1,022		28,476	.0151	1,162	4,011			.0148	89

▲ See end of state "Metropolitan County Areas."

*Withheld to avoid disclosure.

© SM, 1949.

Before using these figures, see explanation page 19.

GEORGIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

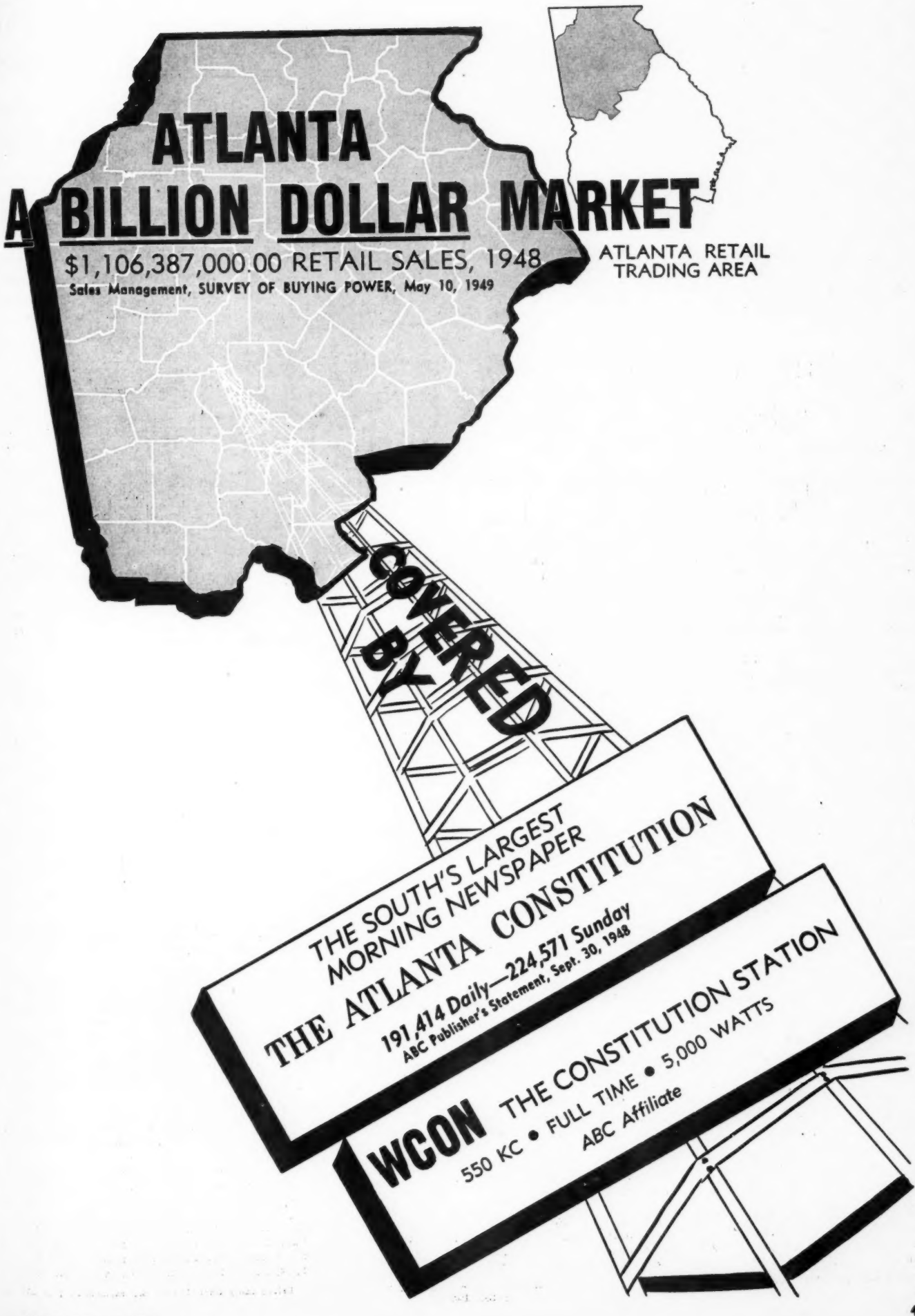
COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (In thousands of dollars)									FARM			
	Total (In thousands)	% of U.S.A.	Families (In thousands)	Dollars (In thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (In thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Coffee	20.2	.0138	4.7	9,935	.0078	2,260	650	474	447		12,504	.0066	619	2,660	D	58.2	.0083	96
Colquitt	33.1	.0226	8.1	15,972	.0122	4,310	1,336	650	870		25,839	.0137	781	3,190	B	48.9	.0149	98
Moultrie	13.5	.0092	3.7	13,192	.0101	3,068	1,275	568	870	H	11,967	.0063	886	3,234	.....	.....	.0080	87
Columbia	8.3	.0057	2.0	1,316	.0010	468	*	*	*		2,174	.0012	262	1,087	F	63.2	.0020	38
Cook	10.3	.0070	2.6	4,819	.0037	1,098	450	177	117		6,799	.0036	660	2,615	E	63.1	.0043	61
Coweta	25.7	.0176	6.7	12,354	.0095	3,068	925	284	640		19,854	.0105	773	2,963	E	33.0	.0115	66
Crawford	6.1	.0042	1.5	1,100	.0008	501	51	*	*		2,452	.0013	402	1,635	F	69.1	.0017	40
Crisp	15.9	.0109	4.3	13,054	.0100	2,259	1,322	338	337		15,775	.0083	992	3,869	E	43.0	.0093	88
Cordele	9.2	.0063	2.8	12,468	.0095	2,002	1,322	*	337		8,975	.0048	976	3,205	.....	.....	.0065	103
Dade	6.1	.0041	1.3	1,051	.0008	568	*	*	*		1,631	.0009	267	1,255	G	44.9	.0015	37
Dawson	4.2	.0029	1.0	250	.0002	48	*	*	*		713	.0004	170	713	E	73.9	.0008	28
Decatur	22.4	.0153	5.7	10,053	.0077	2,470	899	271	252		14,958	.0079	668	2,624	D	47.0	.0093	61
De Kalb 7	88.2	.0602	24.5	39,836	.0305	13,495	1,356	2,590	839		112,896	.0598	1,280	4,608	E	7.0	.0510	88
▲‡Atlanta (See Fulton Co.)																		
Decatur	23.4	.0160	6.5	16,651	.0128	5,248	768	960	*	H	35,958	.0191	1,537	5,532	.....	.....	.0166	104
Dodge	17.0	.0116	4.0	6,368	.0049	1,808	613	328	213		10,336	.0055	608	2,584	E	59.8	.0065	58
Dooly	14.4	.0098	3.6	4,201	.0032	1,146	188	178	*		7,071	.0037	491	1,964	D	73.8	.0048	49
Dougherty	37.0	.0253	10.6	43,912	.0336	7,552	7,871	1,202	2,008		44,926	.0238	1,214	4,238	E	15.9	.0270	107
Albany	32.7	.0223	9.4	42,374	.0324	7,392	7,871	1,202	2,006	G	40,722	.0215	1,245	4,332	.....	.....	.0249	113
Douglas	9.0	.0061	2.2	3,301	.0025	904	187	180	*		5,707	.0030	634	2,594	F	51.4	.0035	57
Early	17.3	.0118	4.3	7,286	.0056	1,324	476	204	195		8,975	.0048	519	2,087	B	74.0	.0064	54
Echols	2.2	.0015	.6	283	.0002	210	*	*	*		543	.0003	247	905	G	34.5	.0005	33
Effingham	8.7	.0060	2.1	2,301	.0018	420	*	134	*		3,805	.0020	437	1,812	F	48.3	.0027	40
Elbert	16.3	.0111	4.3	8,153	.0062	2,130	1,262	271	*		12,517	.0066	768	2,911	F	44.2	.0074	67
Emanuel	18.9	.0129	4.6	8,970	.0069	2,389	826	231	135		14,415	.0076	763	3,134	E	59.9	.0085	66
Evans	6.4	.0044	1.5	3,450	.0026	889	349	176	64		4,896	.0026	765	3,264	F	51.9	.0030	69
Fannin	13.4	.0091	2.9	2,434	.0019	893	300	*	100		3,539	.0019	264	1,220	G	48.1	.0033	30
Fayette	7.5	.0051	1.9	1,516	.0012	468	*	*	*		2,713	.0014	362	1,507	F	72.5	.0021	41
Floyd	88.2	.0398	15.4	47,805	.0366	9,389	6,527	1,289	5,061		58,978	.0312	1,013	3,830	E	13.9	.0344	89
Rome	35.0	.0239	10.0	43,024	.0330	7,743	*	1,192	*	G	39,420	.0209	1,126	3,942	.....	.....	.0251	108
Forsyth	9.9	.0067	2.5	1,749	.0013	276	188	*	*		3,811	.0021	385	1,524	C	64.5	.0028	42
Franklin	14.5	.0099	3.5	5,819	.0045	1,437	637	162	277		10,063	.0053	694	2,875	E	64.5	.0060	61
Fulton 7	485.0	.3311	143.6	653,959	.5010	106,750	190,431	19,888	41,602		685,985	.3631	1,414	4,777	D	2.5	.3981	126
▲‡Atlanta	354.4	.2420	104.9	574,177	.4397	82,459	188,034	16,330	40,966	B	505,289	.2675	1,426	4,817	.....	.....	.3141	130
East Point	23.4	.0153	6.0	17,003	.0130	4,526	485	562	498		32,837	.0173	1,466	5,473	.....	.....	.0156	102
Gilmer	8.9	.0061	2.1	2,018	.0015	356	138	*	*		2,726	.0014	306	1,298	G	51.8	.0024	39
Glascock	3.9	.0026	.8	917	.0007	161	75	*	*		2,184	.0012	560	2,730	F	78.1	.0013	50
Glynn	53.3	.0364	15.2	30,753	.0236	7,882	*	1,221	2,568		50,582	.0268	949	3,328	G	3.5	.0278	76
Brunswick	30.0	.0205	8.6	26,540	.0203	5,895	1,225	1,009	2,568	H	28,800	.0153	960	3,349	.....	.....	.0178	87
Gordon	16.7	.0107	3.8	7,870	.0060	1,879	626	257	305		11,962	.0063	762	3,148	E	44.9	.0071	66
Grady	17.7	.0121	4.3	7,435	.0057	1,356	*	243	*		11,423	.0061	645	2,857	C	61.7	.0072	60
Greene	12.4	.0085	3.3	4,618	.0035	937	212	257	185		6,530	.0034	527	1,979	F	48.6	.0045	53
Gwinnett	25.0	.0177	6.5	7,618	.0058	1,389	425	244	277		13,327	.0071	513	2,050	E	48.9	.0068	80
Habersham	13.8	.0094	3.4	6,469	.0050	1,388	450	230	316		7,621	.0040	552	2,241	F	41.0	.0054	57
Hall	36.0	.0246	8.8	23,530	.0180	4,715	2,113	695	1,924		27,741	.0147	771	3,152	C	29.5	.0177	72
Gainesville	13.9	.0095	3.9	20,966	.0161	3,681	2,050	*	*	H	13,055	.0069	939	3,347	.....	.....	.0102	107
Hancock	11.6	.0079	2.6	3,467	.0027	1,114	300	*	39		5,988	.0032	516	2,302	F	69.2	.0040	51
Haralson	12.1	.0083	3.1	5,502	.0042	937	538	231	295		7,887	.0041	652	2,544	F	48.7	.0050	60
Harris	10.6	.0072	2.8	2,284	.0017	323	50	*	*		5,980	.0032	564	2,300	F	54.1	.0038	50
Hart	13.2	.0090	3.1	2,617	.0020	778	450	*	*		10,064	.0053	762	3,248	E	74.3	.0051	67
Heard	7.4	.0051	1.8	1,184	.0009	242	*	*	*		2,169	.0012	293	1,205	F	76.2	.0019	37
Henry	14.1	.0096	3.5	3,700	.0028	1,000	326	134	*		7,610	.0040	540	2,174	E	64.5	.0048	50
Houston	16.4	.0112	4.3	4,288	.0033	1,114	*	*	*		6,800	.0036	415	1,581	D	68.3	.0050	46
Irwin	11.8	.0081	2.8	3,351	.0026	1,356	475	*	*		5,161	.0027	437	1,985	D	72.4	.0038	47
Jackson	18.3	.0124	4.5	6,536	.0050	1,599	1,063	204	238		11,695	.0062	639	2,599	E	53.5	.0071	57
Jasper	7.4	.0051	1.9	2,968	.0023	580	137	98	*		5,174	.0028	699	2,723	E	62.6	.0031	61
Jeff Davis	7.7	.0053	1.8	2,617	.0020	889	300	*	*		4,347	.0023	565	2,415	F	59.9	.0028	53
Jefferson	18.3	.0124	4.6	6,818	.0051	1,227	475	204	110		11,972	.0063	654	2,603	D	63.4	.0072	58

‡ Atlanta is in DeKalb and Fulton Counties.
▲ See end of state "Metropolitan County Areas."

*Withheld to avoid disclosure.

© SM, 1949.

Before using these figures, see explanation page 19.


ATLANTA
A BILLION DOLLAR MARKET
$1,106,387,000.00 RETAIL SALES, 1948
Sales Management, SURVEY OF BUYING POWER, May 10, 1949
ATLANTA RETAIL TRADING AREA
COVERED BY
THE SOUTH'S LARGEST MORNING NEWSPAPER
THE ATLANTA CONSTITUTION
191,414 Daily—224,571 Sunday
ABC Publisher's Statement, Sept. 30, 1948
WCON THE CONSTITUTION STATION
550 KC • FULL TIME • 5,000 WATTS
ABC Affiliate

There's a reason—— Why your promotion in the Columbus, Georgia market will pay big dividends!

There's a reason

There's a reason why Davison's and Kirven's Department Stores are investing $4 million in 2 modern merchandising marts in Columbus.

There's a reason

why retail sales in Columbus are 4 times the 1939 dollar volume.

why retail sales in Columbus, Ga. were up 17% for 1948 over '47; national average up 10%.

There's a reason

why food sales in Columbus are 4¼ times the 1939 dollar volume.

These department stores have analyzed the Columbus market. They know its great potential.

Columbus Metropolitan area population is now 147,000 (not including Fort Benning, est. 25,000).

Effective buying income per family in the Columbus metropolitan area is $966 ABOVE the national average.

The Columbus Ledger-Enquirer Newspapers were second daily in Georgia in general food advertising lineage for 6 mos. of '48

Represented by The Branham Co.

WGBA a m - f m
The Ledger-Inquirer
Station—1000 Watts

The Ledger-Enquirer Newspapers

The ONLY medium which completely covers the Columbus, Georgia market.

Source of data: Survey of Buying Power; 1940 U. S. Census; U. S. Dept. of Commerce; Advertising Linage Service.

GEORGIA— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Jenkins	10.3	.0071	2.7	4,085	.0031	1,356	400	162	*		6,525	.0035	633	2,417	E	66.3	.0041	58
Johnson	10.2	.0069	2.5	3,767	.0029	1,194	375	149	*		5,712	.0030	560	2,285	E	71.3	.0038	55
Jones	7.1	.0049	1.8	1,285	.0010	178	*	*	*		2,723	.0014	384	1,513	F	57.8	.0020	41
Lamar	9.2	.0063	2.4	4,201	.0032	1,534	375	177	145		6,527	.0035	709	2,720	F	35.6	.0040	63
Lanier	5.5	.0037	1.4	1,617	.0012	273	212	*	*		2,184	.0011	397	1,560	F	56.7	.0017	48
Laurens	28.8	.0197	7.2	11,937	.0091	3,487	1,213	284	238		20,942	.0111	727	2,909	C	58.0	.0122	62
Lee	6.7	.0046	1.9	1,417	.0011	178	*	*	*		1,904	.0010	284	1,002	E	78.1	.0018	39
Liberty	10.9	.0074	2.9	2,300	.0018	452	*	*	*		3,258	.0018	299	1,123	G	33.6	.0029	39
Lincoln	6.4	.0044	1.5	1,616	.0012	566	*	26	*		2,717	.0014	425	1,811	G	74.5	.0019	43
Long	3.6	.0024	.8	750	.0006	242	*	*	*		1,360	.0007	378	1,700	G	45.6	.0010	42
Lowndes	34.0	.0232	8.7	21,391	.0164	5,344	1,337	866	1,971		33,726	.0179	992	3,877	D	29.9	.0185	80
Valdosta	22.9	.0156	6.4	19,274	.0148	4,165	*	*	1,971	G	23,662	.0125	1,033	3,697			.0138	88
Lumpkin	5.7	.0039	1.4	1,133	.0009	275	*	*	43		2,714	.0014	476	1,939	F	57.9	.0018	46
McDuffie	10.6	.0073	2.8	3,985	.0031	1,147	399	135	230		7,071	.0038	667	2,525	F	47.1	.0043	59
McIntosh	5.7	.0038	1.7	2,001	.0015	774	*	68	*		3,269	.0017	574	1,923	G	13.9	.0021	55
Macon	14.1	.0097	3.8	4,952	.0038	1,146	426	204	217		8,159	.0043	579	2,147	C	63.3	.0052	54
Madison	11.6	.0079	2.8	2,551	.0020	291	137	*	*		4,890	.0026	422	1,746	E	71.9	.0035	44
Marion	6.4	.0044	1.5	1,968	.0015	322	112	*	*		2,441	.0013	381	1,627	F	69.4	.0020	45
Meriwether	19.6	.0133	4.8	5,701	.0044	1,952	450	177	430		10,332	.0055	527	2,153	D	53.4	.0067	50
Miller	9.3	.0064	2.2	2,484	.0019	774	261	95	28		3,535	.0018	380	1,607	D	78.4	.0028	44
Mitchell	20.5	.0140	4.9	7,536	.0058	2,002	1,513	149	263		14,143	.0075	690	2,886	C	65.4	.0083	59
Monroe	9.3	.0063	2.5	4,435	.0034	1,276	538	135	*		6,255	.0033	673	2,502	F	46.5	.0039	62
Montgomery	8.0	.0055	1.8	2,002	.0015	420	*	68	*		2,992	.0016	374	1,662	F	63.2	.0024	44
Morgan	11.5	.0078	3.1	3,951	.0030	790	349	149	142		6,796	.0036	591	2,192	E	70.8	.0043	55
Murray	10.0	.0069	2.2	2,385	.0018	243	*	*	92		4,079	.0022	408	1,854	F	51.3	.0030	43
Muscogee 28	109.4	.0746	30.4	100,914	.0774	22,383	14,316	2,742	7,478		118,371	.0627	1,082	3,894	F	3.2	.0695	93
▲Columbus	77.7	.0531	22.3	95,464	.0732	20,568	14,316	2,528	*	F	98,213	.0520	1,264	4,404			.0586	110
Newton	18.3	.0125	4.6	7,435	.0057	1,807	962	244	707		13,327	.0070	728	2,897	E	32.2	.0077	62
Oconee	6.7	.0046	1.6	718	.0005	371	*	*	*		1,088	.0006	162	680	F	70.6	.0014	30
Oglethorpe	10.3	.0070	2.5	2,284	.0017	500	*	*	*		3,801	.0020	369	1,520	F	72.8	.0029	41
Paulding	11.5	.0079	2.6	2,550	.0020	694	262	*	*		4,355	.0023	379	1,675	F	62.2	.0033	42
Peach	10.9	.0074	2.9	5,701	.0044	1,146	400	204	483		9,248	.0049	848	3,189	E	49.3	.0053	72
Pickens	7.7	.0053	1.8	2,934	.0022	162	*	135	*		3,815	.0020	495	2,119	G	49.6	.0027	51
Pierce	10.9	.0074	2.6	4,702	.0036	1,712	450	230	*		6,799	.0036	624	2,615	E	65.2	.0044	59
Pike	9.7	.0060	2.2	2,001	.0015	613	*	40	*		3,263	.0018	375	1,483	E	70.2	.0026	43
Polk	27.5	.0187	6.5	13,620	.0104	3,777	1,151	339	1,196		28,110	.0138	949	4,017	F	20.5	.0138	74
Pulaski	9.3	.0064	2.6	4,585	.0035	1,179	326	177	235		6,527	.0034	702	2,510	E	58.8	.0040	63
Putnam	7.7	.0052	2.0	3,584	.0027	790	300	176	*		5,167	.0028	671	2,584	E	50.0	.0033	63
Quitman	3.2	.0022	.7	450	.0003	113	*	*	*		1,089	.0005	340	1,556	G	70.4	.0008	63

▲ See end of state "Metropolitan County Areas."

*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

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Again!

THE 3RD* MARKET OF GEORGIA OR ALABAMA



AM WRBL FM

5000 WATTS — COLUMBIA NETWORK AND GEORGIA QUARTET — 46,200 WATTS

REPRESENTED BY GEORGE P. HOLLINGBERY CO.

* S M "Survey of Buying Power"

GEORGIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)								FARM				
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Rabun	6.7	.0046	1.6	3,151	.0024	533	237	96	*		4,351	.0023	649	2,719	G	54.5	.0028	61
Randolph	14.4	.0098	3.8	5,302	.0041	1,631	476	204	39		10,340	.0055	718	2,721	D	59.8	.0059	60
Richmond.....9	98.4	.0672	28.1	91,312	.0699	18,833	15,329	2,519	6,239		100,466	.0531	1,021	3,575	E	6.8	.0610	91
▲Augusta	81.0	.0552	23.9	88,572	.0678	17,839	15,329	2,519	6,239	F	85,374	.0452	1,054	3,572			.0540	98
Rockdale	7.1	.0048	1.7	3,084	.0024	903	212	176	316		4,626	.0025	652	2,721	F	46.3	.0029	60
Schley	4.6	.0032	1.2	1,334	.0010	291	113	*	*		2,454	.0013	533	2,045	F	60.2	.0016	50
Screven	17.3	.0118	4.3	5,918	.0045	1,534	326	176	*		10,063	.0053	582	2,340	D	67.5	.0064	54
Seminole	8.4	.0057	1.9	3,335	.0026	903	187	175	85		4,621	.0024	550	2,432	E	61.5	.0031	54
Spaulding	28.4	.0194	7.7	19,106	.0146	5,538	2,037	*	1,552		23,390	.0124	824	3,038	F	15.4	.0145	75
Griffin	15.2	.0104	4.3	17,616	.0135	4,600	*	664	1,552	H	16,591	.0088	1,092	3,858			.0105	101
Stephens	14.1	.0096	3.5	6,586	.0050	1,421	849	*	475		10,335	.0055	733	2,953	G	30.1	.0062	65
Stewart	9.6	.0066	2.5	3,467	.0027	1,066	262	68	100		4,903	.0026	511	1,961	E	57.7	.0034	52
Sumter	23.4	.0160	6.7	11,605	.0089	3,649	1,263	434	508		20,126	.0106	860	3,004	D	42.5	.0112	70
Talbot	7.4	.0050	1.7	1,683	.0013	322	74	54	*		2,725	.0015	368	1,603	F	47.3	.0021	42
Taliaferro	4.8	.0033	1.1	1,133	.0009	371	137	*	*		2,169	.0011	452	1,972	G	60.3	.0015	45
Tattnall	15.1	.0103	3.6	4,669	.0036	1,679	513	204	74		8,159	.0044	540	2,266	E	61.2	.0053	51
Taylor	9.3	.0063	2.4	3,351	.0026	889	138	96	*		5,712	.0030	614	2,380	E	62.1	.0038	56
Telfair	13.2	.0091	3.2	5,119	.0039	1,146	475	256	160		9,791	.0052	742	3,060	F	49.3	.0056	62
Terrell	15.7	.0107	4.4	5,586	.0043	1,745	475	204	170		10,607	.0056	676	2,411	D	66.6	.0062	58
Thomas	36.2	.0247	9.8	17,772	.0136	3,973	2,050	798	1,009		27,198	.0144	751	2,775	C	36.7	.0162	68
Thomasville	16.2	.0111	4.9	14,502	.0111	3,036	1,762	677	*	H	13,871	.0073	856	2,831			.0092	83
Tift	18.0	.0123	4.7	13,171	.0101	3,098	775	461	380		15,775	.0083	876	3,356	D	44.0	.0096	78
Toombs	15.4	.0105	3.6	8,438	.0065	2,002	450	*	177		12,511	.0066	812	3,475	E	50.1	.0074	70

▲ See end of state "Metropolitan County Areas."

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 19.

FOR COVERAGE

—Over a million people in 79 counties of Georgia, South Carolina and Florida.

—3½ times more people than any other medium in this section.

—A $626,277,000 retail sales area.



It's 630 in Savannah WSAV

630 kc.
5,000 watts
Full Time

NBC AFFILIATE

GEORGIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (In thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Towns	4.1	.0028	.9	487	.0004	32	*	*	*		1,359	.0008	331	1,510	G	73.8	.0011	39
Treutlen	5.7	.0039	1.3	2,366	.0018	429	375	*	*		3,536	.0018	620	2,720	F	61.6	.0022	56
Troup	46.4	.0316	11.9	40,257	.0309	10,078	5,401	1,077	3,787		42,038	.0223	906	3,533	F	13.6	.0267	84
La Grange	25.2	.0172	6.6	21,336	.0163	5,492	2,598	718	2,366	H	25,276	.0134	1,003	3,830			.0150	87
West Point	4.2	.0028	1.3	14,049	.0108	2,980	2,563	*	*		4,238	.0022	1,009	3,260			.0049	175
Turner	9.6	.0066	2.5	4,202	.0032	1,034	*	149	*		5,983	.0032	623	2,393	E	65.5	.0039	59
Twiggs	8.7	.0059	2.2	1,284	.0010	452	*	*	*		2,719	.0014	313	1,238	F	80.1	.0022	37
Union	7.0	.0048	1.5	717	.0005	276	*	*	*		1,904	.0011	272	1,269	G	79.0	.0017	33
Upson	22.8	.0156	5.7	10,720	.0082	3,681	883	501	1,786		21,759	.0115	954	3,817	F	18.4	.0113	72
Walker 23	30.5	.0208	7.5	9,852	.0075	4,375	661	555	462		19,957	.0105	654	2,661	F	24.1	.0117	58
Walton	19.2	.0131	4.7	8,469	.0065	1,922	1,125	257	312		12,783	.0068	666	2,720	D	54.0	.0080	61
Ware	29.4	.0201	7.5	27,868	.0213	5,653	2,692	993	3,173		29,685	.0157	1,009	3,955	F	18.5	.0183	91
Waycross	21.6	.0148	6.0	26,699	.0205	5,320	2,676	966	3,173		23,754	.0126	1,100	3,959			.0154	104
Warren	9.7	.0066	2.5	2,749	.0021	647	282	162	*		5,167	.0027	533	2,067	E	67.3	.0033	50
Washington	21.2	.0145	5.5	7,637	.0058	1,889	674	312	253		13,056	.0070	616	2,374	D	58.9	.0081	58
Wayne	12.5	.0085	3.0	5,535	.0042	1,276	664	176	227		8,431	.0044	674	2,810	F	39.0	.0052	61
Webster	3.8	.0026	.9	785	.0006	290	*	*	*		1,088	.0006	286	1,209	F	77.0	.0010	39
Wheeler	6.8	.0046	1.5	1,250	.0010	581	112	*	*		2,448	.0013	360	1,632	F	70.8	.0019	41
White	5.7	.0039	1.3	834	.0006	275	*	*	*		1,359	.0007	238	1,045	G	73.9	.0013	33
Whitfield	31.0	.0212	7.5	18,489	.0142	4,568	1,387	569	1,687		22,302	.0118	719	2,974	F	18.1	.0144	68
Dalton	18.5	.0126	5.0	16,344	.0125	3,841	1,338	*	1,687	H	13,326	.0071	720	2,665			.0098	78
Wilcox	10.3	.0070	2.5	2,933	.0022	824	138	135	*		5,439	.0029	528	2,178	E	66.5	.0035	50
Wilkes	13.1	.0090	3.8	5,418	.0041	1,469	709	*	118		7,888	.0042	602	2,191	F	57.7	.0051	57
Wilkinson	9.7	.0066	2.5	2,886	.0022	1,220	162	68	*		4,351	.0023	449	1,740	F	45.7	.0031	47
Worth	18.3	.0125	4.8	4,618	.0035	1,469	262	68	81		6,804	.0036	372	1,479	C	73.2	.0054	43
Total Above Cities	1,087.4	.7423	318.0	1,361,063	1.0425	254,091	282,188	37,642	67,503		1,382,352	.7318	1,271	4,344			.8271	111
State Total	3,221.2	2.1988	855.9	2,104,951	1.6123	461,246	350,787	63,908	126,538		2,819,677	1.4927	875	3,294		33.9	1.6698	76

GEORGIA — Metropolitan County Areas

Atlanta 7	573.2	.3913	168.1	693,795	.5315	120,245	191,787	22,478	42,441		798,881	.4229	1,394	4,752			.4491	78
Augusta 9	98.4	.0672	28.1	91,312	.0699	18,833	15,329	2,519	6,239		100,466	.0531	1,021	3,575			.0610	91
Columbus 28	147.8	.1008	40.4	112,351	.0862	25,454	14,589	2,950	7,687		134,405	.0712	909	3,327			.0816	81
Macon 69	110.1	.0751	33.6	103,039	.0789	23,669	14,776	2,755	8,963		124,237	.0658	1,128	3,698			.0715	95
Savannah 109	155.2	.1060	46.0	135,536	.1039	35,149	18,392	3,213	11,183		208,136	.1091	1,328	4,481			.1068	101

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 19.

IT MAY SOUND REPETITIOUS, BUT . . .

Have you read the explanation prefacing the Survey of Buying Power? It appears on page 19 and following pages, and really will save you lots of time. It identifies sources of all figures and contains all comment necessary to a complete understanding of the use of all County and City figures.

GET RIGHT IN THE CENTER of the great Southeast

You can't hope to sell and serve a major market from afar. For best results . . . more profits . . . move your sales and service right into its distribution center — then watch volume grow.

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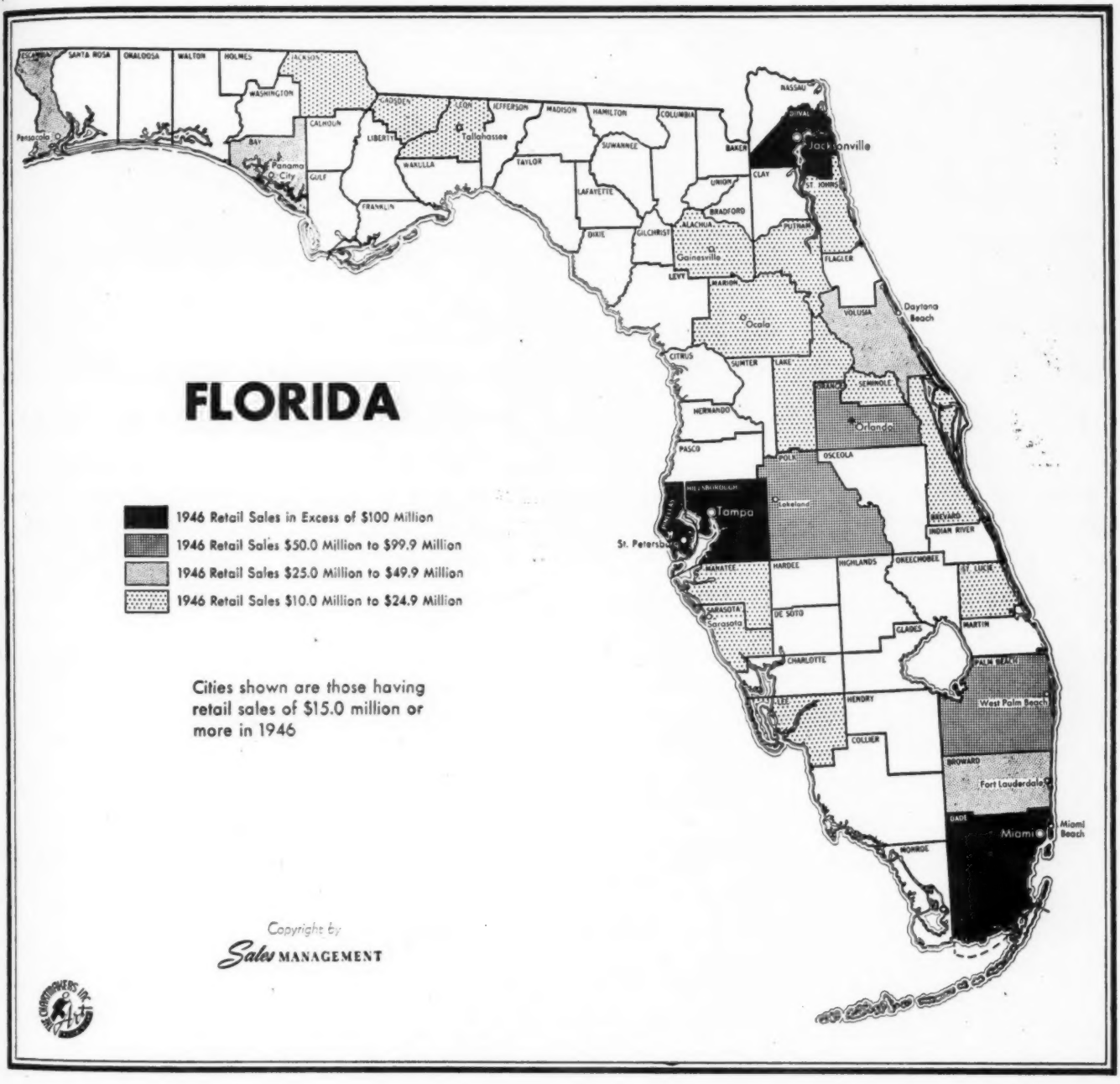
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Mr. C. E. Livingston, Media Manager, KMG Advertising, writes about SALES MANAGEMENT'S Survey of Buying Power: *". . . one of the most valuable marketing tools we have available . . . the data contained in the Survey serves as an established common denominator for media planning and evaluating media coverage. . . . We are particularly interested in the furniture-household-radio sales figures, because we have several accounts in this field."*



FT. LAUDERDALE IS NOT A SUBURB OF MIAMI

But a Quality Market of its own—and only ONE Newspaper REALLY covers this rich Ft. Lauderdale Market.

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FLORIDA

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City	County	City	County	City	County
Bradenton	Manatee	Jacksonville	Duval	St. Augustine	St. Johns
Clearwater	Pinellas	Lakeland	Polk	St. Petersburg	Pinellas
Coral Gables	Dade	Miami	Dade	Sanford	Seminole
Daytona Beach	Volusia	Miami Beach	Dade	Sarasota	Sarasota
De Land	Volusia	Ocala	Marion	Tallahassee	Leon
Fort Lauderdale	Broward	Orlando	Orange	Tampa	Hillsborough
Fort Myers	Lee	Panama City	Bay	W. Palm Beach	Palm Beach
Fort Pierce	St. Lucie	Pensacola	Escambia	Winter Haven	Polk
Gainesville	Alachua	Plant City	Hillsborough		

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Alachua	40.8	.0278	11.4	28,397	.0218	6,760	1,658	832	1,298		41,244	.0218	1,011	3,618	D	26.4	.0230	83
Gainesville	17.8	.0121	5.4	21,247	.0163	4,197	1,475	661	1,243	H	23,841	.0126	1,339	4,415			.0135	112
Baker	5.8	.0040	1.4	2,141	.0016	343	30	*	*		3,100	.0017	534	2,214	G	36.4	.0021	53
Bay	45.0	.0307	12.5	31,365	.0240	8,734	3,964	1,016	2,258		42,840	.0227	952	3,427	G	3.2	.0247	80
Panama City	28.0	.0191	8.1	26,591	.0204	7,218	*	936	*		32,916	.0175	1,176	4,064			.0187	98
Bradford	9.8	.0067	2.5	3,987	.0031	1,192	289	115	242		4,767	.0025	486	1,907	G	45.3	.0035	52
Brevard	18.0	.0123	6.1	15,313	.0117	4,213	882	513	476		20,742	.0110	1,152	3,400	D	21.6	.0115	93
Broward	55.0	.0375	17.4	59,474	.0456	12,831	4,221	2,528	3,724		61,050	.0323	1,110	3,509	B	28.6	.0372	99
Ft. Lauderdale	32.5	.0222	10.2	37,927	.0290	7,383	3,389	1,344	2,771	H	46,480	.0246	1,430	4,557			.0254	114
Calhoun	7.6	.0052	1.9	2,762	.0021	571	*	22	*		3,337	.0017	439	1,756	G	33.2	.0025	48
Charlotte	3.9	.0026	1.3	2,997	.0023	980	182	80	232		3,576	.0019	917	2,751	G	12.2	.0022	85
Citrus	5.0	.0035	1.6	2,967	.0023	1,081	*	172	*		3,815	.0020	783	2,384	G	18.5	.0024	68

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 19.

CAPSULE INFORMATION

A complete summary of data for all Metropolitan County Areas will be found on page 122.

HERE'S THE SECRET OF

Perry-Sphere SELLING POWER

IN THE FAST GROWING FLORIDA MARKET . . .

	1940 County Population	1945 County Population	1948 County Population
JACKSONVILLE, Duval County Newspaper—JACKSONVILLE JOURNAL Radio Stations, WJHP, WJHP-FM	210,143	273,843	300,000
PENSACOLA, Escambia County Newspapers—PENSACOLA NEWS, PENSACOLA JOURNAL, PENSACOLA NEWS-JOURNAL Radio Stations—WCOA, WCOA-FM	74,667	105,262	112,400
OCALA, Marion County Newspaper—OCALA STAR-BANNER Radio Station—WTMC	31,243	35,132	36,000
PANAMA CITY, Bay County Newspaper—PANAMA CITY NEWS-HERALD Radio Station—WDLP	20,686	43,188	45,000
DELAND, Volusia County Newspaper—DELAND SUN NEWS	53,710	58,492	62,000
WEST PALM BEACH, Palm Beach Co. Newspapers—PALM BEACH POST, PALM BEACH TIMES, PALM BEACH POST-TIMES	79,989	112,311	123,000

1940 and 1945 population figures from Florida State Census.
1948 figures Copyright 1949 Sales Management Survey of Buying Power.

Perry-Sphere Population Growth, 1940-48, 44.2%!

Run your finger across the population figures for each of the six counties uniformly served by Perry Newspapers and radio stations. Here are the facts which reveal the steady year-by-year growth of these strategically located Florida communities.

These six counties also represent 28.03% of Florida's total 1948 population and 28.68% of its total 1948 retail sales! You reach over *one fourth* of Florida's buying power when your advertising list includes the rich, year-round markets in the Perry-Sphere!

JOHN H. PERRY · Newspapers and Radio Stations

Representatives, John H. Perry Associates, New York, Chicago, Detroit, Atlanta, Philadelphia.

POWER... 50,000 watts of it daytime, 10,000 night

POWER... where the people are, in fast-growing, rich South Florida

POWER... to do the biggest single selling job in all Florida



WGBS MIAMI CBS at 710

FLORIDA'S ONLY 50,000 WATT STATION

Represented by Katz

FLORIDA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Clay	9.4	.0084	3.0	2,186	.0017	866	78	91	*		4,292	.0023	457	1,431	G	23.9	.0029	45
Collier	4.5	.0030	1.7	3,336	.0026	1,012	380	34	*		3,814	.0020	848	2,244	G	29.0	.0024	80
Columbia	15.9	.0109	4.5	9,037	.0069	1,878	912	331	443		12,160	.0065	765	2,702	F	33.2	.0075	69
Dade 73	410.0	.2800	129.7	517,808	.3965	96,867	62,200	23,570	32,244		511,190	.2705	1,247	3,941	B	4.6	.3102	111
▲Miami	225.0	.1536	69.0	388,357	.2975	66,292	54,504	16,622	27,758	D	347,900	.1841	1,546	5,042			.2120	138
Miami Beach	39.3	.0268	13.8	77,066	.0590	11,818	6,079	4,994	3,436	H	72,199	.0382	1,837	5,232			.0422	157
Coral Gables	15.0	.0103	4.9	18,161	.0139	6,320	1,601	1,182	682		20,705	.0110	1,380	4,226			.0117	114
De Soto	6.2	.0042	1.9	5,744	.0044	1,454	228	171	186		7,629	.0040	1,230	4,015	F	18.9	.0042	100
Dixie	4.6	.0031	1.2	3,647	.0028	735	259	*	*		4,053	.0022	881	3,378	G	6.1	.0026	84

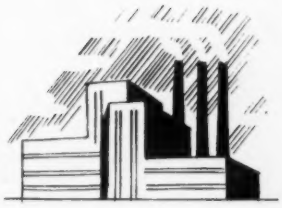
▲ See end of state "Metropolitan County Areas."

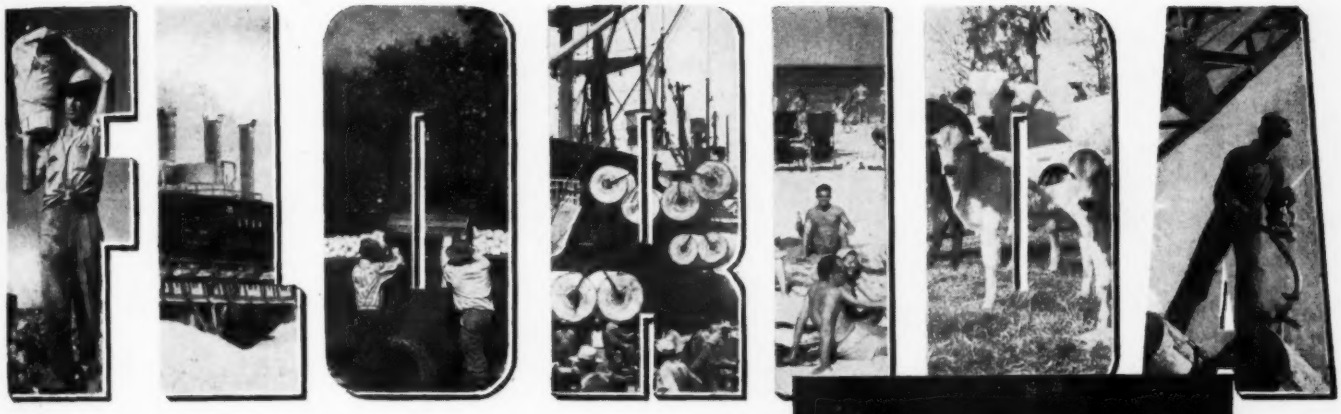
*Withheld to avoid disclosure.

© SM, 1949.

Before using these figures, see explanation page 19.

take ANOTHER look at ...





Of course, you'll still see millions of vacationists, for Florida will always be the nation's playground.

But you'll discover also an amazing increase in industrial production, acres and acres of new agricultural development, and thousands of new businesses, large and small — all creating steady, substantial payrolls right around the calendar.

Advertisers who have taken this second look at Florida have found out three important things:

One: Florida is one of the fastest-growing year 'round markets in the country.

Two: Florida is one of the nation's finest "testing grounds" for nearly every type of merchandise.

Three: In Florida, you can reach more families with more money to spend—at less cost—through the pages of Florida's three big morning dailies.*

Take another look at FLORIDA—now!

1948 PLUS FACTORS

Current Sales Management "Survey of Buying Power" shows a sound, steady growth for Florida in 1948 — with gains in all of the following important economic indices:

POPULATION
FAMILIES
RETAIL SALES
GENERAL MDSE. SALES
DRUG SALES
EFFECTIVE BUYING INCOME

Florida's three leading morning newspapers give you saturation circulation in the 3 major markets—Miami, Jacksonville and Tampa—and from 20 to 100 per cent family coverage in 45 of Florida's 67 counties where 78 per cent of Florida's effective buying income is concentrated.



FLORIDA TIMES-UNION
Jacksonville • National Representatives: Reynolds-Fitzgerald, Inc.,

TAMPA MORNING TRIBUNE
National Representatives: Sawyer-Ferguson-Walker Co.

MIAMI HERALD
National Representatives: Story, Brooks & Finley, Inc., A. S. Grant, Atlanta



FLORIDA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S.A. Potential	Quality of Market Index
Duval	300.0	.2048	83.5	294,365	.2254	61,950	36,836	11,320	24,322		385,604	.1936	1,219	4,378	E	1.9	.2054	100
▲Jacksonville	236.5	.1614	72.5	278,196	.2131	54,599	36,416	10,643	24,322	D	328,499	.1739	1,389	4,531			.1832	114
Escambia	112.4	.0768	30.3	74,621	.0572	17,075	9,430	2,206	6,019		108,020	.0571	961	3,565	F	4.0	.0611	80
Pensacola	46.9	.0320	13.1	66,626	.0510	13,738	8,705	1,979	5,783	G	62,159	.0329	1,325	4,745			.0382	119
Flagler	2.8	.0017	.9	1,359	.0010	392	*	*	*		1,907	.0010	763	2,119	F	27.2	.0011	65
Franklin	7.6	.0051	2.2	2,936	.0023	932	228	136	98		4,291	.0022	565	1,950	G	1.8	.0028	55
Gadsden	28.8	.0197	7.5	14,602	.0112	2,711	1,459	365	499		18,358	.0098	637	2,448	D	52.4	.0122	62
Gilchrist	3.2	.0022	.9	1,447	.0011	230	122	*	*		2,145	.0011	670	2,383	G	62.1	.0013	59
Glades	2.1	.0014	.7	1,092	.0008	229	*	*	*		1,907	.0010	908	2,724	G	51.0	.0010	71
Gulf	6.5	.0045	1.8	3,072	.0024	735	305	136	359		3,815	.0020	587	2,119	G	3.8	.0026	58
Hamilton	8.1	.0055	2.1	3,073	.0024	1,144	152	91	*		4,530	.0024	559	2,157	F	46.3	.0030	55
Hardee	8.0	.0055	2.2	5,758	.0044	1,454	*	206	193		7,868	.0042	984	3,576	E	56.1	.0045	82
Hendry	4.8	.0032	1.7	3,942	.0030	735	183	91	*		5,721	.0030	1,192	3,365	E	26.5	.0030	94
Hernando	5.3	.0036	1.7	3,839	.0029	1,045	*	148	179		4,769	.0025	900	2,805	G	25.6	.0028	78
Highlands	15.1	.0104	4.4	6,735	.0052	1,927	152	286	366		8,344	.0044	553	1,896	C	25.4	.0058	56
Hillsborough	222.0	.1515	65.8	194,392	.1489	38,278	33,258	6,302	14,200		249,528	.1321	1,124	3,792	B	12.1	.1410	93
▲Tampa	132.1	.0902	39.2	160,506	.1230	28,729	31,563	5,313	12,795	D	188,110	.0996	1,424	4,799			.1047	116
Plant City	9.5	.0065	2.8	14,489	.0111	3,349	1,138	328	1,157		12,692	.0067	1,336	4,533			.0080	123
Holmes	13.8	.0093	3.1	2,081	.0016	441	197	114	*		3,576	.0019	263	1,154	F	58.1	.0033	35
Indian River	8.3	.0056	2.6	7,132	.0055	2,400	319	251	143		9,060	.0048	1,092	3,485	C	39.5	.0052	93
Jackson	31.9	.0218	8.1	12,403	.0095	1,502	1,535	331	702		19,073	.0101	598	2,355	D	55.5	.0123	56
Jefferson	10.3	.0070	2.8	3,146	.0024	735	487	79	*		4,530	.0024	440	1,618	F	49.7	.0033	47

▲ See end of state "Metropolitan County Areas."

*Withheld to avoid disclosure.

© SM, 1949.

Before using these figures, see explanation page 19.

it's the **BIG** voice ---

in a **BIG** Florida market!



WFLA is the big radio voice in the big Tampa-St. Petersburg market simply because it is listened to by more people, more hours per day, more days per week, than any other station.

And it is a voice with a double-barreled impact. For, from sign-on to sign-off, all programs, NBC and local, commercial and sustaining, are broadcast to both its AM and FM audience.

And what an audience! The Tampa-St. Petersburg market is one of the fastest growing markets in America. According to current Sales Management Survey of Buying Power—population, retail sales, food, drug and merchandise sales, and effective buying income—all showed substantial gains again in 1948. This is a market with a balanced economy —with year 'round buying power built by the steady, weekly payrolls of diversified business, industry and agriculture.

To reach the responsive, "able-to-buy" audience in the heart of Florida's richest, most heavily populated trade area, use the most-listened-to-station—WFLA!

NBC AFFILIATE

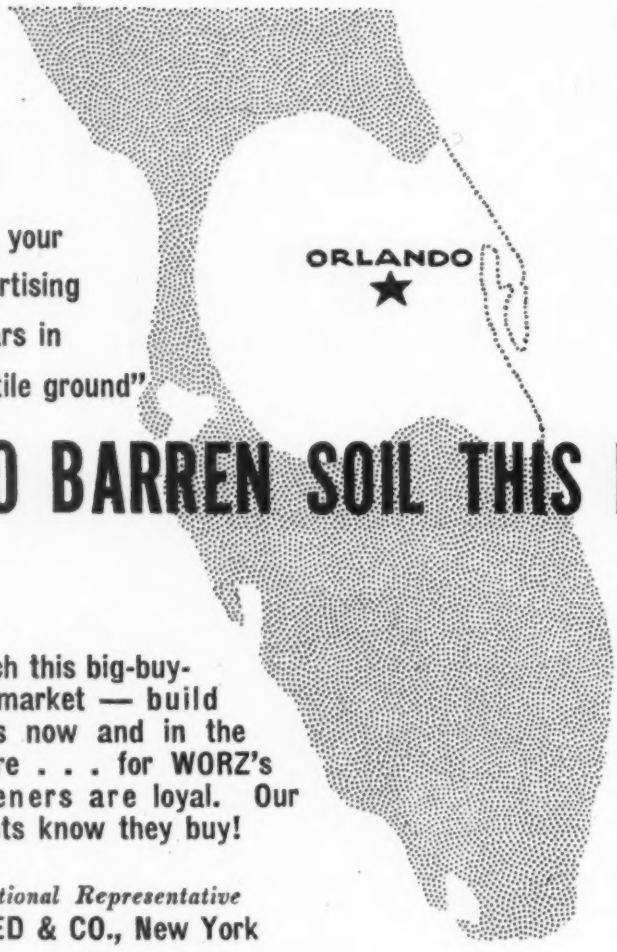
WFLA

AM *The Tampa Tribune Stations* FM

TAMPA FLORIDA

NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.

SOUTHEASTERN REPRESENTATIVE
HARRY E. CUMMINGS
JACKSONVILLE, FLORIDA



Sow your advertising dollars in "fertile ground"

$ In Orange county, 100,000 people spent $119,139,000 in retail sales last year—an increase of $14,010,000 over 1947's figure. Orlando's sales were $11,496,000 more.

$ Orange county's population jumped 8.1% during the same time and Orlando's population increased 5.9%.

Above Figures From SALES MANAGEMENT Computations

NO BARREN SOIL THIS RICH CENTRAL FLORIDA

YOUR DIRECT SALES HARVESTER IS-

WORZ

Reach this big-buying market — build sales now and in the future . . . for WORZ's listeners are loyal. Our clients know they buy!

National Representative
WEED & CO., New York

WORZ—NBC AFFILIATE
ORLANDO, FLORIDA
1,000 WATTS—740 K. C.
FULL TIME—CLEAR CHANNEL

FLORIDA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Lafayette	3.7	.0026	.9	1,091	.0008	343	153	*	*		2,145	.0012	580	2,383	E	64.0	.0014	54
Lake	25.9	.0177	8.3	19,994	.0153	5,601	1,277	718	1,034		28,848	.0152	1,114	3,476	B	28.7	.0157	89
Lee	25.0	.0170	7.6	17,794	.0136	3,953	2,159	570	1,133		22,410	.0119	896	2,949	E	14.2	.0134	79
Fort Myers	17.1	.0116	5.1	15,489	.0119	2,841	*	*	*		16,450	.0087	962	3,225			.0102	88

*Withheld to avoid disclosure.

© SM, 1949.

Before using these figures, see explanation page 19.

FLORIDA'S GAIN SINCE 1940 . . . 22%
ORLANDO'S GAIN SINCE 1940 . . . . . 73%*

* With selling getting tougher . . . you can't afford to miss a Premium market . . . the rich, growing, buying, spending Orlando-Central Florida Market.

ONLY DAILY NEWSPAPERS IN ORLANDO

ORLANDO MORNING SENTINEL — ORLANDO EVENING STAR

RADIO STATION WHOO—10,000 Watts

National Reps.: Burke Kuipers & Mahoney, 420 Lexington Ave., N.Y.C.
Jacksonville—V. J. Obenauer, Jr.

Top Management, Sales Executives: BE SURE YOUR PLANS INCLUDE TALLAHASSEE . . . FLORIDA'S "NEW CITY"

• • Tallahassee . . . at the top of the state geographically . . . is coming into its own as one of Florida's top distribution and marketing centers. It is the hub of a network of fine roads leading north and west. A recent CAB survey shows Tallahassee produces more air passengers than many larger industrial cities. The architectural restyling of the city . . . starting with the magnificent "Capitol Center" . . . will make the city a focal attraction for tourists and business men paralleling its position as the center of state government.

• • City zone population is approximately 40,000. U.S. Employment Service estimates between 20M and 25M employed in the area. Estimates of people depending on Tallahassee for retail and wholesale service range from ABC's 106,073 (1940) to local newspaper's current 580,000. Retail sales, according to Sales Management, increased 240% since 1940. It will pay you to look into Tallahassee's big opportunities. An old Indian town is now Florida's newest fast growing city.

Address:

TALLAHASSEE
CHAMBER OF COMMERCE

FLORIDA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Leon	38.5	.0263	11.1	29,795	.0228	5,398	3,823	1,187	2,129		42,007	.0223	1,091	3,784	F	17.7	.0233	89
Tallahassee	24.4	.0167	7.4	28,823	.0220	4,984	3,823	1,186	2,129		33,455	.0177	1,371	4,521			.0188	113
Levy	9.2	.0063	2.6	4,503	.0034	1,061	259	114	*		6,199	.0033	674	2,384	F	31.2	.0039	62
Liberty	2.9	.0020	.8	605	.0005	131	*	*	*		1,431	.0007	493	1,789	G	19.1	.0009	45
Madison	14.4	.0098	3.7	5,861	.0045	1,273	563	195	238		8,344	.0045	579	2,255	E	56.6	.0056	57
Manatee	28.2	.0192	8.5	20,185	.0155	5,290	2,159	718	956		25,510	.0135	905	3,001	D	33.2	.0152	79
Bradenton	12.8	.0087	4.3	12,907	.0099	2,955	1,840	605	793	H	14,543	.0077	1,136	3,382			.0086	99
Marion	36.0	.0246	10.4	22,046	.0169	4,214	2,296	548	1,200		33,616	.0178	934	3,232	D	33.3	.0189	77
Ocala	11.4	.0078	3.4	17,673	.0135	2,629	2,037	490	1,148	H	15,258	.0081	1,338	4,488			.0097	124
Martin	5.6	.0038	2.2	4,607	.0035	1,845	196	136	222		6,436	.0034	1,149	2,925	F	16.4	.0035	92
Monroe	17.7	.0121	5.3	7,870	.0060	2,351	791	205	294		10,967	.0058	620	2,069	G	3.3	.0071	59
Nassau	10.0	.0068	2.7	5,109	.0039	1,273	334	114	104		6,437	.0034	644	2,384	F	16.4	.0042	62
Okaloosa	15.0	.0103	3.7	4,932	.0038	1,143	259	136	*		5,722	.0030	381	1,546	G	31.0	.0047	46
Okeechobee	2.7	.0018	.8	2,171	.0017	571	*	*	*		2,622	.0014	971	3,278	G	21.5	.0016	89
Orange 167	100.0	.0683	30.5	119,139	.0913	21,139	16,658	3,930	7,645		121,005	.0640	1,210	3,967	B	13.2	.0731	107
♦Orlando	59.0	.0403	18.7	101,381	.0777	14,722	14,444	3,323	7,353	F	86,910	.0460	1,473	4,648			.0544	135
Osceola	9.8	.0067	3.6	6,114	.0047	1,585	289	195	636		8,583	.0045	876	2,384	F	16.9	.0050	75
Palm Beach	123.0	.0839	41.7	143,764	.1101	32,247	10,289	4,817	15,223		143,172	.0758	1,164	3,433	B	25.8	.0877	105
W. Palm Beach	46.8	.0319	14.9	87,795	.0672	17,734	7,625	3,376	10,250	G	80,262	.0425	1,715	5,387			.0478	150
Pasco	12.8	.0088	4.3	6,378	.0049	1,910	196	228	301		8,822	.0047	689	2,052	E	25.8	.0056	64

♦ See end of state "New Metropolitan County Areas."

*Withheld to avoid disclosure.

© SM, 1949.

Before using these figures, see explanation page 19.

CHECK THESE FACTS—ACT!

✓ In the competitive field of Orlando proper—WDBO HAS MORE LISTENERS THAN THE THREE OTHER ORLANDO NETWORK STATIONS COMBINED*
Hooper, Fall 1948

✓ WDBO's radio families in 22 counties total 93,473 in the daytime and 81,881 at night!*
Broadcast Measurement Bureau

✓ Retail Sales in counties covered by WDBO in 1948 were valued at $402,679,000.*
1949 Sales Management

Established 1924
Orlando, Florida

WDBO

FM—92.3 MCS—35,000 Watts
AM—580 K. C.— 5,000 Watts
Columbia Broadcasting System

National Representatives: Blair, Cummings.

SALES RESULTS IN MINUTES!

— IN —

America's New 100,000 Population Market



89% of the readers of the St. Petersburg TIMES, representing 93.8% of this market's buying power, are not more than 20 minutes from any store or outlet of the national advertiser. . . . Here is SPEED, ACTION, CONCENTRATION! at point of purchase.

The combined St. Petersburg-Tampa metropolitan market had retail sales last year totaling $294,673,000. St. Petersburg accounted for $134,167,000. Don't miss St. Petersburg's 45½%! "SHOP BOTH SIDES OF THE STREET."

To reach BUYERS FIRST, at BUYING TIME, use the TIMES in St. Petersburg, Florida's Fastest Growing Market.

ST. PETERSBURG — FLORIDA

Daily **TIMES** **Sunday**

Represented by Theis & Simpson, Inc., New York, Detroit, Atlanta, Chicago.
V. J. Oberauer, Jr., in Jacksonville, Florida

FLORIDA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S.A. Potential	Quality of Market Index
Pinellas.....123	138.4	.0944	50.7	166,987	.1279	32,914	17,092	11,989	9,354	.....	189,517	.1003	1,369	3,738	C	4.6	.1074	114
▲St. Petersburg..	100.5	.0686	38.5	134,167	.1028	22,600	15,079	10,972	7,444	H	157,635	.0835	1,569	4,094	.....	.....	.0863	126
Clearwater.....	17.4	.0119	5.7	21,511	.0165	4,407	934	578	1,596	H	20,349	.0107	1,169	3,570	.....	.....	.0127	107
Polk.....	120.4	.0822	34.5	102,828	.0788	25,148	9,753	3,282	6,454	.....	119,132	.0631	989	3,453	A	21.0	.0716	87
Lakeland.....	35.5	.0242	10.9	41,398	.0317	8,823	5,960	1,336	2,805	H	49,594	.0263	1,397	4,550	.....	.....	.0275	114
Winter Haven...	9.6	.0066	3.0	21,143	.0162	4,151	1,257	593	1,299	.....	13,526	.0072	1,409	4,509	.....	.....	.0098	148
Putnam.....	16.4	.0112	5.2	12,035	.0092	3,102	989	330	701	.....	16,450	.0087	1,003	3,163	E	18.5	.0094	84
St. Johns.....	21.0	.0144	6.4	17,159	.0131	4,474	714	582	985	.....	23,840	.0126	1,135	3,725	E	13.7	.0131	91
St. Augustine....	15.4	.0105	4.8	14,495	.0111	3,953	654	*	985	.....	19,549	.0104	1,269	4,073	.....	.....	.0106	101

▲ See end of state "Metropolitan County Areas." *Withheld to avoid disclosure. Before using these figures, see explanation page 19.

© SM, 1949.

IN ST. PETERSBURG FLORIDA

Evening Independent FAMILIES SPENT

$81,841,870*

DURING 1948 FOR RETAIL PURCHASES

This was The Evening Independent families' share of $134,167,000 retail spending in St. Petersburg last year. Can you afford to neglect this free spending market?

*Evening Independent market derived from Sales Management St. Petersburg per family figure multiplied by circulation.

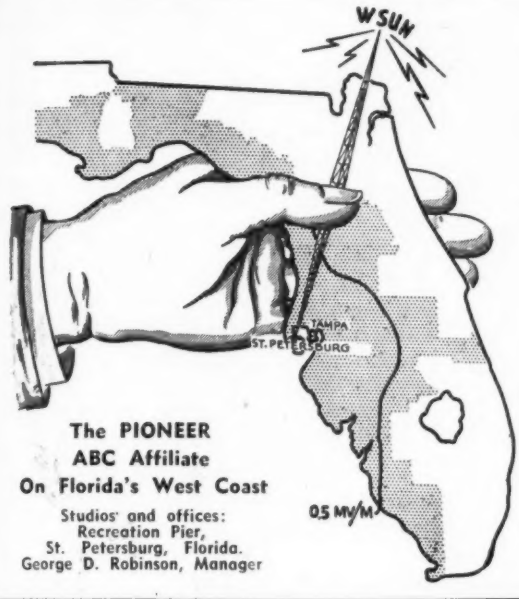
The Evening Independent is St. Petersburg's only evening newspaper. It goes home and is read by all the family. That's why for so many years The Evening Independent has been the favorite medium of many stores.

Since 1910, the entire Home Edition of The Evening Independent is given away free every day the sun fails to shine before 3 P.M. Thus, the "Sunshine Newspaper" has popularized St. Petersburg as the "Sunshine City."

The Evening Independent

The Sunshine Newspaper

Represented nationally by DeLISSER, INC.
New York Chicago Atlanta Philadelphia



The PIONEER
ABC Affiliate
On Florida's West Coast

Studios and offices:
Recreation Pier,
St. Petersburg, Florida.
George D. Robinson, Manager

Half of Florida in Your Hand

from WSUN covering

FLORIDA'S LARGEST, FASTEST GROWING MARKET

Population UP 21% since 1940. Retail sales UP 112% since 1944 (SM estimates). Here INDEED is fertile ground for YOUR SALES STORY in the 33-county WSUN share of Florida's 67 counties. YOUR HALF OF FLORIDA via WSUN's CLEAR, INTERFERENCE-FREE signal on 620 k.c. WSUN means SALES SUNSHINE for your spots, programs, transcriptions. Want more details? Just ask . . .

Represented by

WEED & Company New York Chicago Boston Detroit San Francisco Hollywood

FLORIDA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)								FARM				
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
St. Lucie	16.8	.0114	5.0	13,114	.0100	3,036	943	354	796	.....	16,450	.0087	979	3,290	D	28.1	.0096	84
Fort Pierce	13.5	.0092	4.0	12,312	.0094	2,628	942	354	796	H	13,112	.0069	971	3,278	.....	.....	.0081	88
Santa Rosa	15.9	.0109	3.9	4,134	.0032	1,062	410	79	248	.....	6,199	.0033	390	1,589	F	39.9	.0048	44
Sarasota	21.0	.0143	7.0	21,721	.0166	5,600	1,794	627	985	.....	23,602	.0125	1,124	3,372	E	11.7	.0141	99
Sarasota	17.1	.0117	5.7	20,056	.0154	4,817	*	*	985	.....	17,643	.0093	1,032	3,095	.....	.....	.0116	99
Seminole	26.0	.0178	7.7	14,810	.0113	4,589	1,277	365	790	.....	25,268	.0134	972	3,282	B	36.0	.0137	77
Sanford	13.4	.0091	4.0	12,311	.0094	3,446	1,277	342	*	G	13,589	.0072	1,014	3,397	.....	.....	.0082	90
Sumter	9.7	.0066	2.7	3,589	.0027	1,127	199	148	*	.....	5,484	.0029	565	2,031	E	46.9	.0038	55
Suwannee	16.3	.0111	4.0	7,309	.0056	1,747	517	239	121	.....	10,013	.0053	614	2,503	E	56.0	.0066	59
Taylor	10.0	.0068	2.9	5,700	.0044	1,616	304	*	394	.....	7,630	.0040	763	2,631	G	12.7	.0047	69
Union	5.6	.0039	1.3	1,240	.0009	441	*	57	*	.....	2,145	.0012	383	1,650	G	48.8	.0017	44
Volusia	62.0	.0423	21.1	62,507	.0479	14,700	4,873	2,649	3,691	.....	81,388	.0431	1,312	3,856	D	8.9	.0444	105
Daytona Beach	30.0	.0205	10.3	36,918	.0283	7,924	3,416	1,823	2,416	H	46,480	.0246	1,549	4,513	.....	.....	.0249	121
De Land	8.3	.0057	2.7	14,472	.0110	3,514	1,180	684	1,042	.....	11,877	.0063	1,431	4,399	.....	.....	.0076	133
Wakulla	4.5	.0031	1.2	1,920	.0015	522	*	*	*	.....	2,145	.0011	477	1,788	G	14.1	.0016	52
Walton	13.0	.0088	3.1	4,786	.0037	1,192	*	149	301	.....	6,675	.0035	513	2,153	G	37.2	.0046	52
Washington	11.1	.0076	2.8	2,967	.0023	670	334	114	225	.....	4,769	.0026	430	1,703	F	45.6	.0035	46
Total Above Cities	1,214.8	.8292	382.4	1,682,017	1.2883	315,771	205,338	69,664	120,988	.....	1,745,733	.9242	1,437	4,564	.....	.....	1.0144	122
State Total	2,420.5	1.6523	728.6	2,191,922	1.6789	466,680	243,505	86,948	145,167	.....	2,575,618	1.3634	1,064	3,535	.....	17.1	1.5158	92

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 19.

INDEXES: An index to all states and sections appears on page 5, the alphabetical index of states on page 608, and advertisers' index on page 605.

BUY A DOZEN

Get a Half-Million!



In twelve counties along the southeast coast of Florida, 668,500* people have a net buying income of $778,541,000*. In the same twelve counties in 1948... retail sales totaled $779,623,000*!

When you buy WIOD...you buy solid coverage of this twelve-county market--coverage proved by *results* ...by *BMB*...by *mail response*...by *engineering data!* This was true yesterday -- and it is *today*, too!

*Sales Management's 1949 Survey



National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager
5,000 WATTS • 610 KC • NBC

All WIOD-AM programs are duplicated on WIOD-FM without extra cost to advertisers

FLORIDA — Metropolitan County Areas

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY AREAS	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S.A. Potential	Quality of Market Index
Jacksonville.....58	300.0	.2048	83.5	294,365	.2254	61,950	38,836	11,320	24,322	.....	365,604	.1936	1,219	4,378	.....	.....	.2054	100
Miami.....73	410.0	.2800	129.7	517,808	.3965	96,867	62,200	23,570	32,244	.....	511,190	.2705	1,247	3,941	.....	.....	.3102	111
Tampa-St. Petersburg 123	360.4	.2459	116.5	361,379	.2768	71,192	50,350	18,291	23,554	.....	439,045	.2324	1,218	3,769	.....	.....	.2484	101

FLORIDA — New Metropolitan County Area

Orlando.....167	100.0	.0683	30.5	119,139	.0913	21,139	16,658	3,930	7,645	.....	121,005	.0640	1,210	3,967	.....	.....	.0731	107

© SM, 1949.

Before using these figures, see explanation page 19.

LOOK BEFORE YOU WRITE

Most of the questions readers will ask about the Survey of Buying Power have been answered in the introduction beginning on page 19. So before you write, wire or call the editors, re-read this section. Chances are that we will refer you to these pages anyway.

Still Climbing

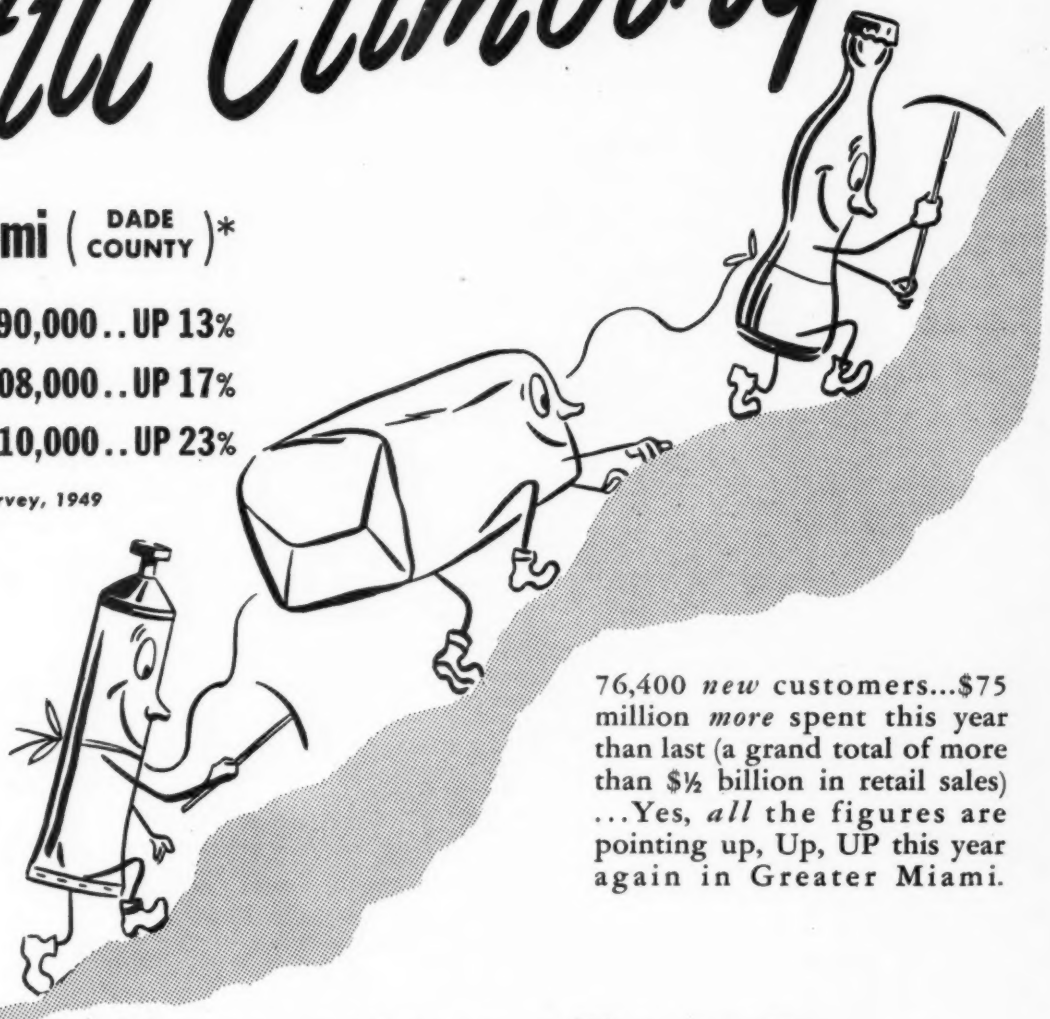
Greater Miami (DADE COUNTY)*

Net E. B. I. $511,190,000 .. UP 13%

Retail Sales $517,808,000 .. UP 17%

Population 410,000 .. UP 23%

**Sales Mgt. Survey, 1949*



76,400 *new* customers...$75 million *more* spent this year than last (a grand total of more than $½ billion in retail sales) ...Yes, *all* the figures are pointing up, Up, UP this year again in Greater Miami.

And here are the top selling media in this bustling year-round market

1 - The Miami Herald; 3rd in the nation in Total Advertising Linage for 1948 -- First paper in Florida to reach a Quarter-Million circulation -- Offering blanket coverage of Metropolitan Miami and the entire Gold Coast market.



National Representatives
STORY, BROOKS & FINLEY
A. S. GRANT, Atlanta

2 - WQAM, Miami's First Station, whose non-directional transmitter is located in the heart of Greater Miami's population center, and whose record Hooper indicates more listeners at lowest cost per listener in Greater Miami and its 15 adjacent counties.

Miami's First Station
WQAM
WQAM · FM

A. B. C. in Miami
OWEN F. URIDGE, General Manager

East South Central States

ALABAMA

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

City	County	City	County	City	County
Anniston	Calhoun	Dothan	Houston	Montgomery	Montgomery
Bessemer	Jefferson	Florence	Lauderdale	Selma	Dallas
Birmingham	Jefferson	Gadsden	Etowah	Tuscaloosa	Tuscaloosa
Cullman	Cullman	Huntsville	Madison		
Decatur	Morgan	Mobile	Mobile		

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Autauga	16.4	.0112	4.2	5,311	.0041	1,599	*	176	42		8,983	.0047	548	2,139	E	65.0	.0058	52
Baldwin	34.9	.0238	9.4	18,215	.0140	4,498	635	474	464		25,088	.0133	719	2,670	B	40.6	.0158	66
Barbour	27.2	.0186	6.9	11,219	.0086	2,435	1,102	310	377		15,796	.0084	581	2,289	D	56.8	.0105	56
Bibb	16.7	.0114	4.0	7,087	.0054	838	908	104	209		9,698	.0051	581	2,425	F	42.7	.0065	57
Blount	23.6	.0161	5.7	8,609	.0066	994	609	178	137		10,863	.0058	460	1,906	C	70.6	.0081	50
Bullock	17.3	.0118	4.6	6,089	.0047	1,504	726	208	107		8,098	.0043	468	1,760	E	70.1	.0059	50
Butler	26.1	.0178	6.4	11,762	.0090	2,559	1,192	310	666		17,001	.0090	651	2,656	E	57.0	.0108	61
Calhoun	77.0	.0526	19.6	48,984	.0375	12,658	6,788	1,451	3,042		80,542	.0426	1,046	4,109	E	18.5	.0430	82
Anniston	38.9	.0265	11.1	41,245	.0316	8,366	5,892	1,113	2,652	G	45,923	.0243	1,181	4,137	.....	.....	.0269	102
Chambers	37.5	.0256	9.3	11,400	.0087	3,661	337	695	*		17,940	.0095	478	1,929	E	31.0	.0125	49
Cherokee	15.9	.0109	3.7	4,767	.0037	1,272	220	74	*		8,057	.0042	507	2,178	C	73.8	.0054	50
Chilton	22.3	.0152	5.6	11,020	.0084	2,095	909	310	305		15,307	.0081	686	2,733	E	60.8	.0096	63
Choctaw	16.6	.0113	4.0	4,603	.0035	465	.....	*	*		6,628	.0035	399	1,657	F	68.6	.0051	45
Clarke	23.1	.0158	5.7	12,687	.0097	1,892	1,388	208	*		17,941	.0095	777	3,148	F	53.1	.0108	68
Clay	13.6	.0093	3.3	5,074	.0039	869	557	134	201		7,078	.0038	520	2,145	F	67.8	.0049	53
Cleburne	10.8	.0074	2.5	5,039	.0039	1,070	429	*	*		6,694	.0035	620	2,678	F	65.9	.0044	59
Coffee	29.5	.0201	7.0	10,259	.0079	2,298	856	340	267		15,731	.0084	533	2,247	B	65.8	.0106	53
Colbert	35.2	.0240	9.0	18,724	.0143	4,616	1,415	400	620		28,128	.0148	799	3,125	D	34.4	.0165	69
Conecuh	19.7	.0135	4.6	6,887	.0053	1,365	804	207	*		9,672	.0052	491	2,103	E	69.5	.0069	51
Coosa	10.9	.0074	2.6	2,754	.0021	575	376	74	*		3,783	.0020	347	1,455	F	53.7	.0031	42
Covington	35.0	.0239	8.7	22,812	.0175	3,924	1,920	798	1,313		32,588	.0172	931	3,746	C	45.6	.0186	78
Crenshaw	19.0	.0130	4.8	7,285	.0056	1,895	583	178	35		10,927	.0058	575	2,276	D	70.2	.0072	55
Cullman	50.7	.0346	11.9	21,117	.0162	2,466	3,074	474	662		28,208	.0149	556	2,370	B	70.1	.0192	55
Cullman	8.4	.0057	2.5	15,816	.0121	1,226	2,697	400	*		7,362	.0039	876	2,945	.....	.....	.0067	118
Dale	23.0	.0157	5.7	5,654	.0043	1,630	273	236	164		9,672	.0052	421	1,697	D	60.9	.0070	45
Dallas	56.7	.0387	15.8	33,709	.0258	6,650	5,714	1,094	1,772		51,710	.0274	912	3,273	C	54.4	.0292	75
Selma	25.9	.0177	8.0	29,326	.0224	5,434	*	*	1,772	F	29,971	.0159	1,157	3,746	.....	.....	.0182	103
De Kalb	36.2	.0247	8.7	12,995	.0100	1,365	1,415	310	342		18,497	.0097	511	2,126	B	69.5	.0128	52
Elmore	29.7	.0203	7.4	12,362	.0095	3,381	804	310	567		17,345	.0092	584	2,344	C	53.8	.0115	57
Escambia	28.1	.0192	6.7	18,723	.0143	2,793	1,582	370	876		23,180	.0123	825	3,460	E	36.7	.0143	74
Etowah, ...151	87.3	.0596	21.7	67,031	.0513	13,177	6,186	1,930	6,582		84,419	.0447	967	3,890	E	20.0	.0497	83
◆Gadsden	58.6	.0400	15.3	59,189	.0454	9,687	5,743	1,702	6,192	H	66,023	.0349	1,127	4,315	.....	.....	.0391	98
Fayette	17.0	.0116	4.0	7,975	.0061	1,365	700	163	*		12,437	.0066	732	3,109	E	61.1	.0075	65
Franklin	23.3	.0159	5.4	8,936	.0068	1,862	882	268	434		13,998	.0074	601	2,592	E	60.2	.0089	56
Geneva	24.8	.0169	5.9	9,787	.0075	1,536	947	340	388		13,720	.0073	553	2,325	C	64.4	.0093	55
Greene	15.5	.0106	4.3	5,782	.0044	403	*	163	*		7,872	.0041	508	1,831	E	79.1	.0055	52
Hale	21.2	.0145	5.4	5,775	.0044	900	299	178	*		8,943	.0048	422	1,656	D	77.5	.0066	46
Henry	17.5	.0119	4.2	6,096	.0047	1,194	700	163	*		9,922	.0052	567	2,362	C	78.1	.0064	54
Houston	53.5	.0365	14.1	32,359	.0248	5,433	3,570	878	1,923		48,899	.0259	914	3,468	B	45.9	.0277	76
Dothan	23.6	.0161	6.8	28,055	.0215	4,303	3,390	739	*		28,526	.0151	1,209	4,195	.....	.....	.0172	107
Jackson	35.4	.0242	7.9	12,234	.0094	2,638	792	340	381		17,529	.0093	495	2,219	C	61.5	.0123	51
Jefferson 14	535.1	.3652	148.7	543,888	.4165	105,404	72,308	13,243	43,780		671,418	.3554	1,255	4,515	D	2.4	.3757	103
▲Birmingham	315.0	.2151	90.2	442,724	.3391	74,620	68,023	10,839	39,723	C	453,185	.2399	1,439	5,024	.....	.....	.2647	123
Bessemer	26.5	.0181	7.6	30,458	.0233	7,524	3,021	839	2,651	H	32,092	.0170	1,211	4,223	.....	.....	.0191	106
Lamar	15.6	.0106	3.7	5,854	.0045	900	402	133	15		9,619	.0051	617	2,600	E	75.0	.0060	57
Lauderdale	50.9	.0348	12.7	31,259	.0239	5,964	5,706	629	1,233		58,128	.0308	1,142	4,577	D	44.0	.0295	85
Florence	21.7	.0148	6.2	26,695	.0204	4,938	5,439	571	1,233		28,975	.0154	1,335	4,673	.....	.....	.0168	114

◆ See end of state "New Metropolitan County Areas." ▲ See end of state "Metropolitan County Areas." *Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

© SM, 1949.

An index to all county and city data, by states and sections, appears on page 5.

No. 1 Test Market of the Deep South



Big Booming Birmingham—

Since prewar days Birmingham increased

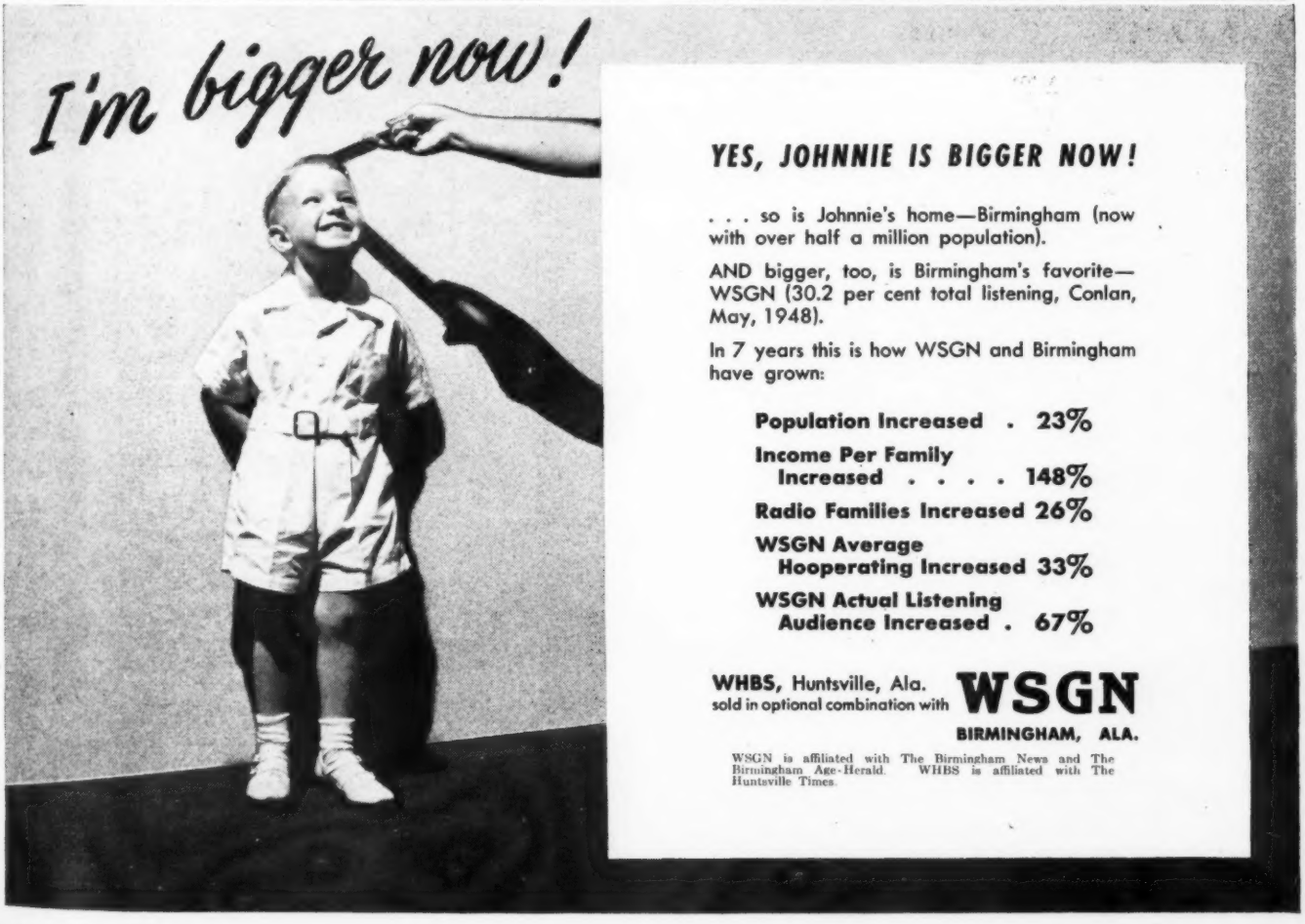
63% in Gas Meters
43% in Employment
40.5% in Electric Meters
34% in Steel Production

And Alabama increased—

312% in Farm Income
83% in Cement Production
79% More Factories

One of the fastest growing areas in the South

The Birmingham News
BIRMINGHAM AGE-HERALD
"THE SOUTH'S GREATEST NEWSPAPERS"
MORNING • EVENING • SUNDAY • • RADIO STATION WSGN, 610 KC
NATIONAL REPRESENTATIVES: KELLY-SMITH COMPANY



YES, JOHNNIE IS BIGGER NOW!

. . . so is Johnnie's home—Birmingham (now with over half a million population).

AND bigger, too, is Birmingham's favorite—WSGN (30.2 per cent total listening, Conlan, May, 1948).

In 7 years this is how WSGN and Birmingham have grown:

Population Increased . 23%
Income Per Family Increased 148%
Radio Families Increased 26%
WSGN Average Hooperating Increased 33%
WSGN Actual Listening Audience Increased . 67%

WHBS, Huntsville, Ala.
sold in optional combination with **WSGN**
BIRMINGHAM, ALA.

WSGN is affiliated with The Birmingham News and The Birmingham Age-Herald. WHBS is affiliated with The Huntsville Times.

YOU'VE GOT TO COVER THE *Capital* PART

To get the most sales per advertising dollar in Alabama . . . be sure to cover the CAPITAL PART . . the Central and Southeastern part of the state, the hub of which is MONTGOMERY, Alabama's Capital City. The Montgomery Advertiser-Alabama Journal, Alabama's Capital City Newspapers, with a circulation of more than 71,000 thoroughly covers the "able-to-buy" families in this trade territory . . . a territory which Sales Management estimates show has a buying power in excess of 600 million dollars . . . and accounts for 25% of Alabama's total food and drug sales (food sales in excess of 89 million dollars and drug sales in excess of 12 million dollars). At 21¢ a line the Advertiser-Journal is a CAPITAL BUY to help produce CAPITAL SALES for you!





COMPLETE MERCHANDISING ASSISTANCE Offered by Alabama Capital City Newspapers

For More Details Ask

KELLY-SMITH COMPANY

• NEW YORK • BOSTON • PHILADELPHIA
• CHICAGO • ATLANTA • SAN FRANCISCO
• DETROIT • SYRACUSE • LOS ANGELES

THE ONLY EFFECTIVE COVERAGE OF THE CENTRAL AND SOUTHEAST ALABAMA MARKET

The Montgomery Advertiser

ALABAMA JOURNAL

MORNING—EVENING—SUNDAY

ALABAMA— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

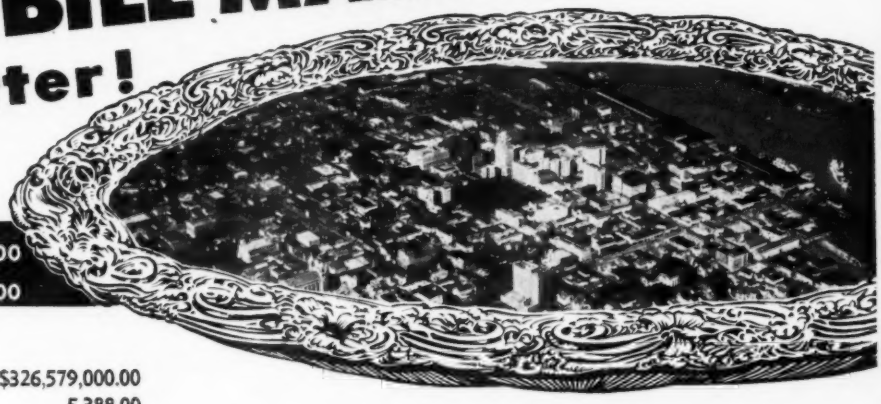
COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Lawrence	24.7	.0168	5.9	5,148	.0039	1,474	454	74	107		8,693	.0046	352	1,473	B	77.9	.0068	40
Lee	32.8	.0224	8.7	15,425	.0118	4,390	935	649	1,218		28,459	.0151	868	3,271	E	39.5	.0156	70
Limestone	31.5	.0215	7.5	11,564	.0089	2,094	1,102	341	80		16,287	.0086	517	2,172	B	71.9	.0113	53
Lowndes	18.0	.0123	4.7	4,967	.0038	807	*	29	*		9,592	.0051	533	2,041	E	82.4	.0062	50
Macon	26.7	.0182	6.7	9,732	.0075	2,963	766	370	437		15,335	.0081	574	2,289	D	65.7	.0099	54
Madison	82.6	.0564	19.9	48,386	.0371	10,682	6,769	1,125	2,495		70,706	.0374	856	3,553	B	43.6	.0411	73
Huntsville	18.7	.0128	5.6	37,789	.0290	5,987	*	963	*	G	19,906	.0105	1,064	3,555	.....	.....	.0165	129
Marengo	27.0	.0184	7.3	11,474	.0088	2,265	700	281	328		16,736	.0088	620	2,293	D	68.8	.0107	58
Marion	22.3	.0152	5.0	7,558	.0058	837	792	178	49		11,682	.0062	524	2,336	E	62.6	.0079	52
Marshall	38.4	.0263	9.3	19,593	.0150	3,025	1,647	562	411		30,337	.0161	790	3,262	B	62.9	.0178	68
Mobile 76	233.8	.1595	65.0	187,425	.1435	43,433	23,374	7,530	15,614		326,579	.1729	1,397	5,024	D	5.8	.1614	101
▲Mobile	168.3	.1149	48.2	158,093	.1211	30,035	22,640	6,478	15,049	E	266,689	.1412	1,585	5,533	.....	.....	.1299	113
Monroe	23.0	.0157	5.6	10,385	.0080	1,272	725	179	213		12,899	.0068	561	2,303	E	64.0	.0089	57
Montgomery 77	133.7	.0913	39.5	132,852	.1018	23,587	18,034	3,135	9,954		167,521	.0887	1,253	4,241	B	16.4	.0932	102
▲Montgomery	110.5	.0754	33.6	129,797	.0994	20,587	18,034	3,093	9,954	E	147,893	.0783	1,338	4,402	.....	.....	.0841	112
Morgan	47.4	.0324	12.3	32,879	.0252	5,985	3,184	848	2,873		44,082	.0233	930	3,584	C	40.0	.0257	79
Decatur	24.5	.0167	7.3	26,435	.0202	4,263	2,216	713	2,817	H	29,939	.0158	1,222	4,101	.....	.....	.0173	104
Perry	20.6	.0141	5.0	7,921	.0061	2,171	725	235	107		10,650	.0056	517	2,130	E	73.2	.0075	53
Pickens	23.7	.0161	5.8	8,011	.0061	1,398	700	236	209		9,553	.0051	403	1,647	D	67.2	.0076	47
Pike	27.5	.0188	7.3	15,933	.0122	3,536	2,140	370	427		24,422	.0129	888	3,345	B	58.3	.0139	74
Randolph	21.6	.0148	5.1	7,849	.0060	1,071	908	178	190		11,538	.0061	534	2,262	E	61.7	.0078	53
Russell 28	38.4	.0262	10.0	11,437	.0088	3,071	273	208	209		16,034	.0085	418	1,603	E	39.6	.0121	46
Saint Clair	24.2	.0165	5.8	10,838	.0083	2,171	1,556	238	*		15,335	.0081	634	2,644	F	39.8	.0098	59
Shelby	26.7	.0182	6.7	9,879	.0076	2,638	273	280	153		15,399	.0082	577	2,298	F	34.8	.0100	55
Sumter	22.3	.0152	5.9	7,503	.0057	900	584	163	*		10,862	.0057	487	1,841	E	67.2	.0076	50

▲ See end of state "Metropolitan County Areas." *Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

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WALA Delivers the BIG MOBILE MARKET On Silver Platter!



MOBILE (CITY)

Population	165,300
Number Employed	69,000

GREATER MOBILE (County)

Buying Income	$326,579,000.00
Average Family Income	5,388.00
Total Bank Deposits (Dec. 31, 1948)	181,196,937.75
Grocery Stores	728
Drug Stores	64
Automotive Dealers	80

In a five station city here are the WALA share of audience percentages . . .

Weekday Morning—Monday thru Friday	32.1
Weekday Afternoon—Monday thru Friday	47.9
Evening—Sunday thru Saturday	49.5
Sunday Afternoon	33.5
Saturday Daytime	27.8

Hooper Station Audience Index: Dec. 1948—Jan. 1949

WALA MOBILE

A Generation's Experience in Selling to Mobile!

An Affiliate of the National Broadcasting Company

W. O. PAPE, President HEADLEY-REED, National Representative

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A "DECLARATION OF INDEPENDENCE" For Advertisers in Alabama!

Independence from Networks Brings Greater Response

When WMGY discontinued network affiliations in July 1948, the resulting change in programming brought an immediate jump in requests for music and announcements . . . from all over central and southern Alabama. Approximately 40% of the response came from Montgomery.

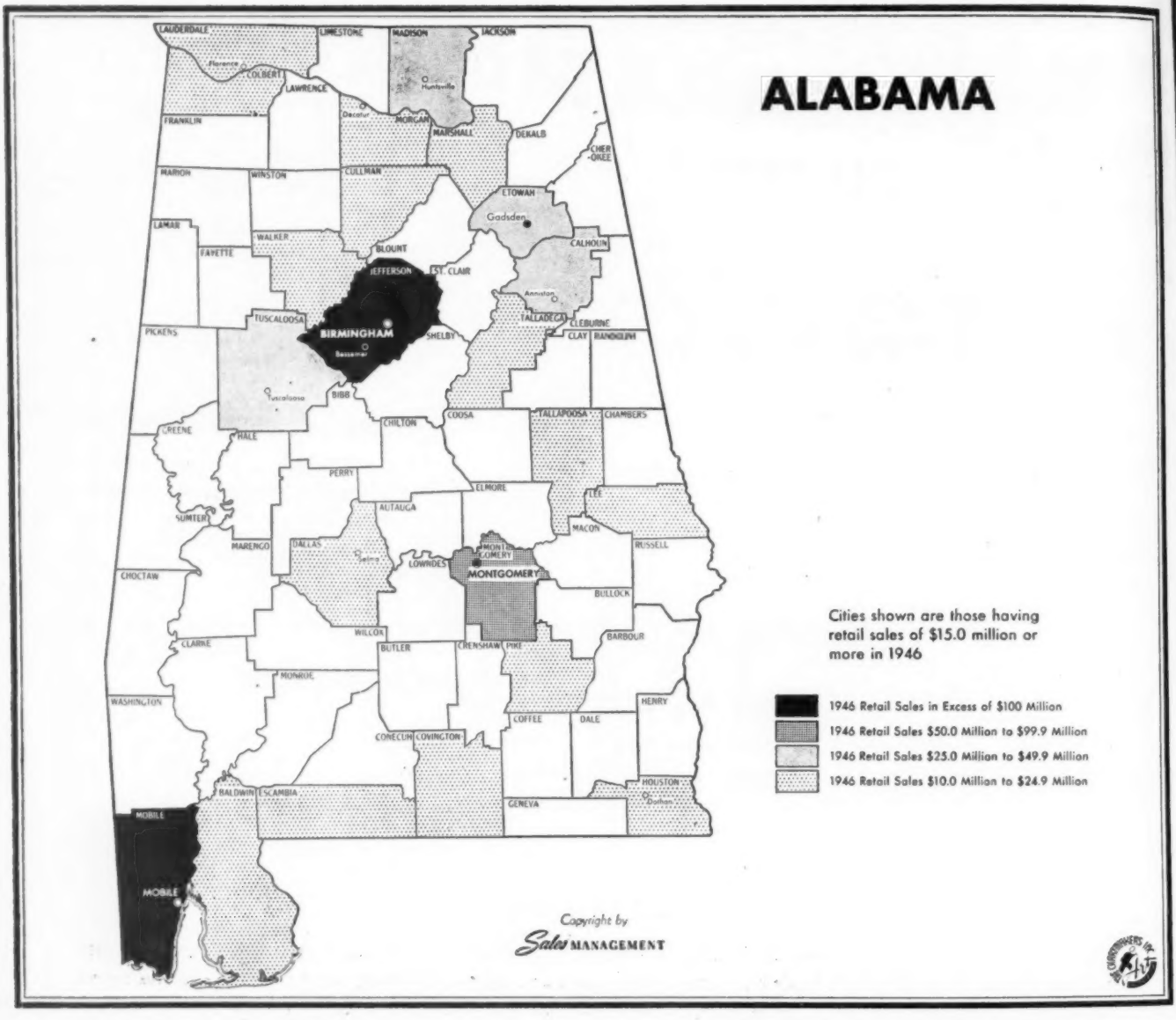
The July gain was 140% above the same '47 month. while the next three months registered gains of 307%, 307%, 337%. Total increase for the four months was 16,327 . . . 269% over the corresponding 1947 period.

WMGY's programs, custom-made for Alabamans, assure you an especially attentive audience in Montgomery . . . where income is up 10% . . . and throughout the shaded area on the map. Cover city and farm families in Alabama at one low cost . . . by using the radio station whose independence these same families so heavily endorse.



WMGY MONTGOMERY, ALA. • 1000 WATTS • 800 KC

WMGY-FM 107.5 mc — 3,000 w



ALABAMA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Talladega	58.9	.0402	13.9	24,214	.0185	6,066	1,739	858	1,347		31,396	.0167	533	2,259	E	31.4	.0219	54
Tallapoosa	30.5	.0209	7.7	16,584	.0127	3,257	1,672	532	860		20,044	.0106	657	2,603	E	34.1	.0133	64
Tuscaloosa	76.4	.0521	20.0	52,374	.0401	11,300	6,025	1,724	4,237		73,802	.0391	966	3,690	D	27.2	.0420	81
Tuscaloosa	35.3	.0241	10.3	43,261	.0332	8,063	6,025	*	4,237	G	44,136	.0234	1,250	4,285			.0265	110
Walker	57.3	.0391	13.8	26,915	.0206	5,631	3,360	695	1,900		37,454	.0198	654	2,714	E	23.6	.0239	61
Washington	13.4	.0092	3.1	3,553	.0027	1,225	*	*	41		3,678	.0019	274	1,188	F	44.1	.0036	39
Wilcox	22.7	.0155	5.7	6,379	.0049	838	273	163	*		10,678	.0057	470	1,873	E	75.4	.0074	48
Winston	15.3	.0104	3.5	5,692	.0044	900	480	163	354		6,786	.0036	444	1,939	E	62.4	.0052	50
Total Above Cities	875.9	.5979	252.7	1,068,883	.8187	185,033	143,120	27,450	86,280		1,200,620	.6356	1,371	4,747			.6830	114
State Total	2,871.2	1.9599	742.5	1,794,593	1.3746	360,626	207,588	49,486	111,159		2,518,604	1.3333	877	3,392		39.6	1.4710	75

ALABAMA — Metropolitan County Areas

Birmingham	14	535.1	.3652	148.7	543,888	.4165	105,404	72,308	13,243	43,780		671,418	.3554	1,255	4,515			.3757	103
Mobile	76	233.8	.1595	65.0	187,425	.1435	43,433	23,374	7,530	15,614		326,579	.1729	1,397	5,024			.1614	101
Montgomery	77	133.7	.0913	39.5	132,852	.1018	23,587	18,034	3,135	9,954		167,521	.0887	1,253	4,241			.0932	102

ALABAMA — New Metropolitan County Area

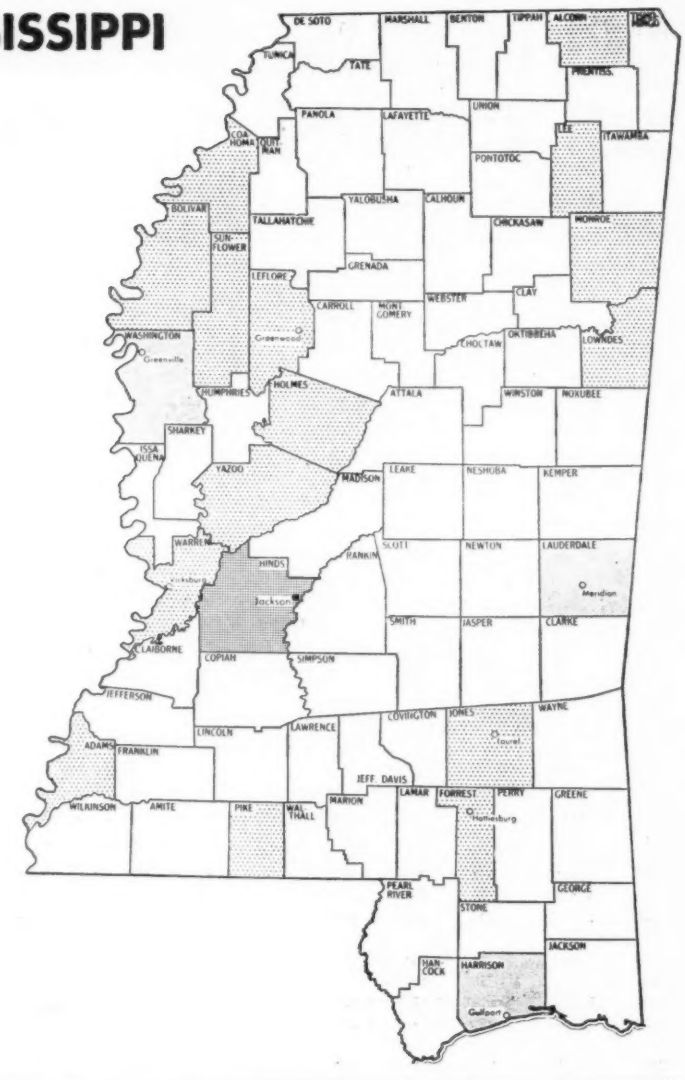
Gadsden	151	87.3	.0596	21.7	67,031	.0513	13,177	6,186	1,930	6,582		84,419	.0447	967	3,890			.0497	83

*Withheld to avoid disclosure.

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MISSISSIPPI



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Sales MANAGEMENT

Cities shown are those having retail sales of $15.0 million or more in 1946

- 1946 Retail Sales in Excess of $100 Million
- 1946 Retail Sales $50.0 Million to $99.9 Million
- 1946 Retail Sales $25.0 Million to $49.9 Million
- 1946 Retail Sales $10.0 Million to $24.9 Million

MISSISSIPPI — Counties and Cities

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City	County	City	County	City	County
Biloxi	Harrison	Gulfport	Harrison	Natchez	Adams
Clarksdale	Coahoma	Hattiesburg	Forrest	Tupelo	Lee
Columbus	Lowndes	Jackson	Hinds	Vicksburg	Warren
Greenville	Washington	Laurel	Jones		
Greenwood	Leflore	Meridian	Lauderdale		

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)								FARM				
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Adams	28.5	.0194	9.0	22,440	.0172	5,770	2,934	781	1,546		26,398	.0140	926	2,933	F	31.1	.0161	83
Natchez	24.0	.0163	8.1	21,519	.0165	5,212	2,934	781	1,546	H	23,712	.0126	988	2,927	.....	.....	.0145	89
Alcorn	24.5	.0167	6.4	16,359	.0125	3,395	2,300	400	649		18,599	.0099	759	2,906	E	43.3	.0121	72
Amite	17.7	.0121	4.5	4,076	.0032	1,318	320	135	*		5,612	.0029	317	1,247	E	73.0	.0048	40
Attala	25.8	.0176	6.4	12,147	.0093	2,998	2,229	342	474		16,474	.0088	639	2,574	D	80.3.	.0107	61
Benton	8.1	.0056	2.0	1,222	.0009	361	*	*	*		2,485	.0013	307	1,243	E	81.7	.0020	36
Bolivar	63.7	.0434	18.7	30,128	.0231	10,294	3,387	893	741		44,545	.0236	699	2,382	A	78.1	.0274	63
Calhoun	18.4	.0126	4.5	5,182	.0039	632	463	105	*		8,111	.0043	441	1,802	E	64.8	.0058	46
Carroll	16.3	.0111	4.0	3,609	.0028	1,030	251	74	*		5,801	.0030	356	1,450	E	83.0	.0046	41
Chickasaw	19.2	.0131	4.9	6,053	.0046	1,896	767	296	*		10,224	.0054	533	2,067	D	68.2.	.0067	51

*Withheld to avoid disclosure.

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MISSISSIPPI STATE SALES TAX COMMISSION FIGURES PROVE

271.6% SALES INCREASE SINCE 1939 CENSUS IN BILOXI-GULFPORT, MISSISSIPPI, HARRISON COUNTY

Total Gross Sales All Categories:
1947—$86,670,140.10 1939—$23,321,822.50
(1948 Estimate 10% Higher)

359% Increase in Food Sales!
1947—$19,127,977.50 1939—$4,165,632.00
(1948 Estimates 10% Higher)

The only daily paper in this city market of 65,000 is represented Nationally by Mississippi Dailies:

THE DAILY HERALD

THE ONLY PAPER COVERING MISSISSIPPI GULF COAST

See your 1949 Standard Market Data book compiled in conformity of A.N.P.A. & A.A.A.A.

MISSISSIPPI — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Choctaw	11.3	.0077	2.6	3,047	.0024	903	*	164	*		4,675	.0025	414	1,798	F	67.7	.0035	45
Claiborne	11.5	.0079	3.4	5,141	.0039	1,065	462	*	52		7,849	.0042	683	2,309	E	61.6	.0049	62
Clarke	18.4	.0125	4.6	5,976	.0046	1,391	946	193	100		10,463	.0055	569	2,275	F	49.6	.0066	53
Clay	17.4	.0119	4.8	8,150	.0062	2,131	945	194	527		11,411	.0060	656	2,377	E	61.4	.0072	61
Coahoma	49.9	.0341	15.6	27,497	.0211	6,194	2,994	714	962		46,343	.0246	929	2,971	B	67.9	.0255	75
Clarksdale	18.8	.0129	6.1	21,200	.0162	3,467	2,514	580	*	F	21,534	.0114	1,145	3,530	.....	.....	.0131	102
Copiah	29.5	.0201	7.8	14,127	.0108	2,944	1,801	373	218		19,836	.0105	672	2,543	D	64.5	.0125	62
Covington	15.8	.0108	3.7	5,201	.0040	1,084	1,194	164	87		9,738	.0051	616	2,631	E	75.3	.0059	55
De Soto	25.0	.0171	6.6	7,024	.0054	1,283	285	*	*		11,260	.0060	450	1,706	B	85.4	.0080	47
Forrest	54.0	.0368	15.0	43,080	.0330	8,584	6,355	1,192	3,227		53,632	.0284	993	3,575	F	12.3	.0315	86
Hattiesburg	38.2	.0260	12.8	40,623	.0311	7,276	6,355	994	3,227	G	42,036	.0222	1,100	3,284	.....	.....	.0256	98
Franklin	10.1	.0069	2.7	3,222	.0024	650	*	104	*		6,299	.0033	624	2,333	F	60.8	.0038	55
George	8.7	.0060	2.1	3,726	.0029	903	499	164	43		5,401	.0029	621	2,572	F	50.4	.0035	58
Greene	8.1	.0055	1.8	2,698	.0021	848	*	164	*		5,400	.0028	667	3,000	G	46.9	.0031	56
Grenada	20.1	.0137	5.1	9,393	.0072	1,788	694	297	497		12,498	.0067	622	2,451	.....	50.0	.0083	61
Hancock	10.9	.0075	2.8	4,734	.0036	2,005	338	237	*		6,799	.0036	624	2,428	F	10.9	.0044	59
Harrison	70.9	.0484	20.2	57,263	.0439	13,762	6,468	1,924	3,507		70,915	.0375	1,000	3,511	F	4.2	.0416	86
●Gulfport	22.5	.0154	6.7	31,094	.0239	5,577	3,259	1,035	2,242	H	29,722	.0158	1,321	4,436	.....	.....	.0182	118
●Biloxi	36.5	.0249	10.6	24,737	.0189	4,816	3,158	766	*	H	33,908	.0179	929	3,199	.....	.....	.0196	79
Hinds 57	128.0	.0873	35.4	131,950	.1011	21,740	21,472	4,334	9,352		185,128	.0979	1,446	5,230	C	26.2	.0967	111
▲Jackson	94.4	.0646	27.3	120,206	.0921	17,177	20,991	3,993	9,352	E	160,787	.0851	1,703	5,890	.....	.....	.0831	129
Holmes	36.3	.0248	9.8	15,194	.0116	3,251	2,212	462	*		23,361	.0124	644	2,384	B	70.7	.0146	59
Humphreys	25.0	.0171	6.8	9,061	.0070	3,161	535	342	*		13,099	.0069	524	1,928	B	78.6	.0090	53
Issaquena	5.3	.0036	1.8	1,069	.0008	287	*	*	*		2,170	.0011	409	1,356	E	88.5	.0015	42
Itawamba	18.4	.0112	3.9	2,698	.0020	868	284	*	*		5,505	.0030	336	1,412	E	75.7	.0043	38
Jackson	39.3	.0268	10.9	11,197	.0086	3,485	285	403	849		14,486	.0076	369	1,329	G	7.5	.0117	44
Jasper	17.7	.0121	4.3	5,141	.0040	614	214	164	26		7,237	.0039	409	1,683	E	76.4	.0056	46
Jefferson	12.4	.0085	3.4	4,114	.0031	741	695	134	*		5,762	.0030	465	1,695	F	78.4	.0041	48
Jeff Davis	14.5	.0099	3.5	4,579	.0035	705	588	135	*		6,586	.0035	454	1,882	E	81.5	.0048	48
Jones	52.5	.0358	13.4	34,288	.0262	7,102	4,813	869	3,028		44,888	.0238	855	3,350	D	30.2	.0269	75
Laurel	38.0	.0259	10.1	32,026	.0245	5,967	*	723	*	H	37,558	.0199	988	3,719	.....	.....	.0225	87
Kemper	18.1	.0124	4.4	4,191	.0032	813	411	164	*		6,019	.0031	333	1,368	E	72.3	.0050	40
Lafayette	18.8	.0128	4.8	8,713	.0067	2,204	999	297	226		12,799	.0068	681	2,666	E	82.8	.0080	63
Lamar	12.4	.0085	3.1	2,699	.0021	741	*	164	57		4,156	.0022	335	1,341	F	58.2	.0034	40
Lauderdale 163	66.0	.0450	18.8	52,163	.0400	11,392	8,405	1,428	4,091		68,310	.0362	1,035	3,634	E	20.2	.0391	87
◆Meridian	49.5	.0338	15.7	49,554	.0380	10,066	*	1,428	4,091	G	58,064	.0307	1,173	3,698	.....	.....	.0335	99
Lawrence	13.0	.0089	3.0	4,191	.0032	813	320	193	*		5,801	.0031	446	1,934	F	71.7	.0043	48
Leake	20.6	.0140	4.9	8,150	.0062	1,030	625	208	*		11,298	.0059	548	2,306	D	75.0	.0076	54
Lee	38.9	.0266	10.5	22,315	.0171	3,829	3,334	656	1,772		27,810	.0148	715	2,649	C	51.9	.0179	67
Tupelo	12.5	.0085	4.0	17,629	.0135	2,492	2,836	551	*	G	11,957	.0064	957	2,989	.....	.....	.0090	106

● See end of state "Multiple Cities."
*Withheld to avoid disclosure.

◆ See end of state "New Metropolitan County Areas."

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Before using these figures, see explanation page 19.
▲ See end of state "Metropolitan County Areas."

MISSISSIPPI — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Leflore	51.4	.0351	14.6	34,852	.0267	8,111	3,281	1,013	2,042		49,658	.0262	966	3,401	B	62.8	.0281	80
Greenwood	19.9	.0136	6.2	28,787	.0220	4,948	2,950	759	*	E	27,666	.0146	1,390	4,462			.0166	122
Lincoln	23.7	.0162	6.1	13,720	.0105	3,268	2,264	462	579		16,578	.0088	699	2,718	E	56.8	.0108	67
Lowndes	37.1	.0253	10.2	21,171	.0162	4,190	2,622	745	1,432		26,797	.0142	722	2,627	D	41.4	.0170	67
Columbus	18.0	.0123	5.8	18,441	.0141	3,288	*	*	1,432		19,455	.0103	1,081	3,354			.0118	96
Madison	34.8	.0237	9.1	12,187	.0094	2,998	1,087	297	135		17,273	.0091	498	1,898	D	67.2	.0121	51
Marion	22.8	.0156	5.8	11,896	.0091	3,234	589	*	*		15,873	.0085	696	2,737	E	51.7	.0101	65
Marshall	24.1	.0165	6.1	6,890	.0053	1,643	695	238	118		10,274	.0054	426	1,684	C	78.8	.0076	46
Monroe	33.8	.0230	8.6	16,766	.0128	3,449	1,461	403	666		21,973	.0116	650	2,555	C	61.6	.0142	62
Montgomery	15.3	.0105	4.0	6,228	.0048	1,589	945	164	314		8,763	.0047	573	2,191	E	63.9	.0059	56
Neshoba	25.1	.0171	6.4	9,431	.0072	1,156	999	431	457		15,060	.0079	600	2,353	D	71.9	.0095	56
Newton	20.9	.0143	5.0	8,402	.0064	1,823	1,213	297	191		12,848	.0068	615	2,570	E	67.4	.0082	57
Noxubee	21.4	.0146	5.6	7,955	.0061	1,897	1,159	297	209		11,586	.0062	541	2,069	D	76.0	.0079	54
Oktibbeha	20.0	.0136	4.9	9,218	.0071	2,492	1,160	372	357		11,962	.0063	598	2,441	E	53.4	.0080	59
Panola	30.7	.0210	8.1	14,788	.0113	3,667	661	462	131		17,060	.0090	556	2,106	B	70.4	.0121	58
Pearl River	17.5	.0119	4.4	10,749	.0082	2,059	338	193	252		14,349	.0076	820	3,261	D	32.6	.0086	72
Perry	8.3	.0057	1.9	2,347	.0018	453	72	60	*		3,512	.0019	423	1,848	F	51.2	.0026	46
Pike	32.9	.0225	8.8	22,083	.0170	3,775	3,494	655	754		29,260	.0155	889	3,325	E	35.2	.0174	77
Pontotoc	19.0	.0129	4.6	5,841	.0044	1,480	411	209	*		9,997	.0053	526	2,173	D	73.0	.0066	51
Prentiss	18.4	.0126	4.7	6,986	.0054	1,897	766	268	*		11,012	.0058	598	2,343	D	62.3	.0070	56
Quitman	24.3	.0166	6.9	8,267	.0063	2,421	750	298	270		11,698	.0062	481	1,695	B	83.9	.0083	50
Rankin	25.2	.0172	6.4	5,977	.0046	1,589		164	*		10,087	.0053	400	1,576	E	61.4	.0075	44
Scott	21.6	.0147	5.2	10,905	.0083	1,788	1,123	268	*		15,424	.0082	714	2,966	E	61.5	.0095	65
Sharkey	14.9	.0102	4.3	7,043	.0054	1,480	251	193	*		9,774	.0052	656	2,273	C	76.9	.0063	62
Simpson	18.6	.0127	4.5	6,385	.0049	1,084	661	135	143		8,937	.0047	480	1,986	E	78.8	.0064	50
Smith	15.6	.0106	3.5	3,513	.0027	524	72	193	*		4,773	.0025	306	1,364	E	79.9	.0042	40
Stone	5.6	.0039	1.5	3,085	.0024	904	142	*	*		4,813	.0026	859	3,209	G	35.4	.0028	72
Sunflower	57.0	.0389	15.7	20,473	.0157	5,834	1,801	611	375		33,183	.0175	582	2,114	A	79.7	.0212	54
Tallahatchie	31.6	.0215	8.7	9,217	.0070	2,944	1,640	237	126		14,960	.0080	473	1,720	B	82.8	.0104	48
Tate	17.5	.0120	4.7	6,016	.0046	1,355	749	164	*		8,286	.0043	473	1,763	D	78.4	.0059	49
Tippah	17.3	.0118	4.2	5,395	.0042	1,065	1,284	164	*		9,062	.0048	524	2,158	D	65.9	.0060	51
Tishomingo	14.9	.0102	3.7	3,376	.0026	1,191	284	31	*		6,200	.0033	416	1,676	F	64.3	.0045	44
Tunica	22.2	.0151	6.7	8,849	.0067	2,565	767	193	*		12,998	.0069	585	1,940	B	86.2	.0085	56
Union	19.2	.0131	5.0	7,414	.0057	2,022	1,248	298	*		10,711	.0057	558	2,142	D	61.8	.0072	56
Walthall	15.6	.0107	3.6	6,889	.0053	487	767	134	*		9,887	.0052	634	2,748	E	83.0	.0063	59
Warren	40.8	.0278	13.3	32,345	.0247	8,975	4,245	560	2,718		50,225	.0266	1,231	3,778	E	23.2	.0263	95
Vicksburg	33.0	.0225	11.4	31,180	.0239	8,161	4,245	560	2,716	G	45,875	.0243	1,390	4,024			.0238	106
Washington	67.6	.0462	21.2	47,129	.0361	11,260	5,438	1,229	2,474		65,302	.0346	966	3,080	B	52.4	.0374	81
Greenville	33.4	.0228	10.8	35,205	.0270	6,529	4,187	836	2,176	G	36,667	.0194	1,098	3,395			.0224	98
Wayne	14.9	.0101	3.5	4,891	.0037	813	463	74	*		6,486	.0034	435	1,853	F	60.8	.0048	48
Webster	11.7	.0080	2.8	5,956	.0046	1,264	410	135	*		8,437	.0045	721	3,013	F	69.2	.0052	65
Wilkinson	17.1	.0117	4.6	7,143	.0055	1,156	143	402	*		10,361	.0055	606	2,252	F	62.6	.0067	57
Winston	19.4	.0132	4.6	7,606	.0058	1,480	839	209	74		11,111	.0058	573	2,415	E	65.5	.0073	55
Yalobusha	16.5	.0113	4.5	7,025	.0054	1,355	1,247	268	*		9,675	.0052	586	2,150	E	63.8	.0065	58
Yazoo	36.9	.0252	9.9	16,689	.0127	2,908	1,372	819	601		22,960	.0121	622	2,319	B	68.8	.0149	59
Total Above Cities	438.7	.2995	135.6	472,203	.3617	84,976	53,438	13,006	26,782		548,941	.2906	1,251	4,048			.3137	105
State Total	2,122.2	1.4486	569.6	1,086,286	.8320	241,450	130,315	33,168	47,936		1,524,366	.8069	718	2,676		57.7	.9428	65

MISSISSIPPI — Metropolitan County Area

Jackson 57	128.0	.0873	35.4	131,950	.1011	21,740	21,472	4,334	9,352		185,128	.0979	1,446	5,230			.0967	111

MISSISSIPPI — New Metropolitan County Area

Meridian 163	68.0	.0450	18.8	52,163	.0400	11,392	8,405	1,428	4,091		88,310	.0362	1,035	3,634			.0391	87

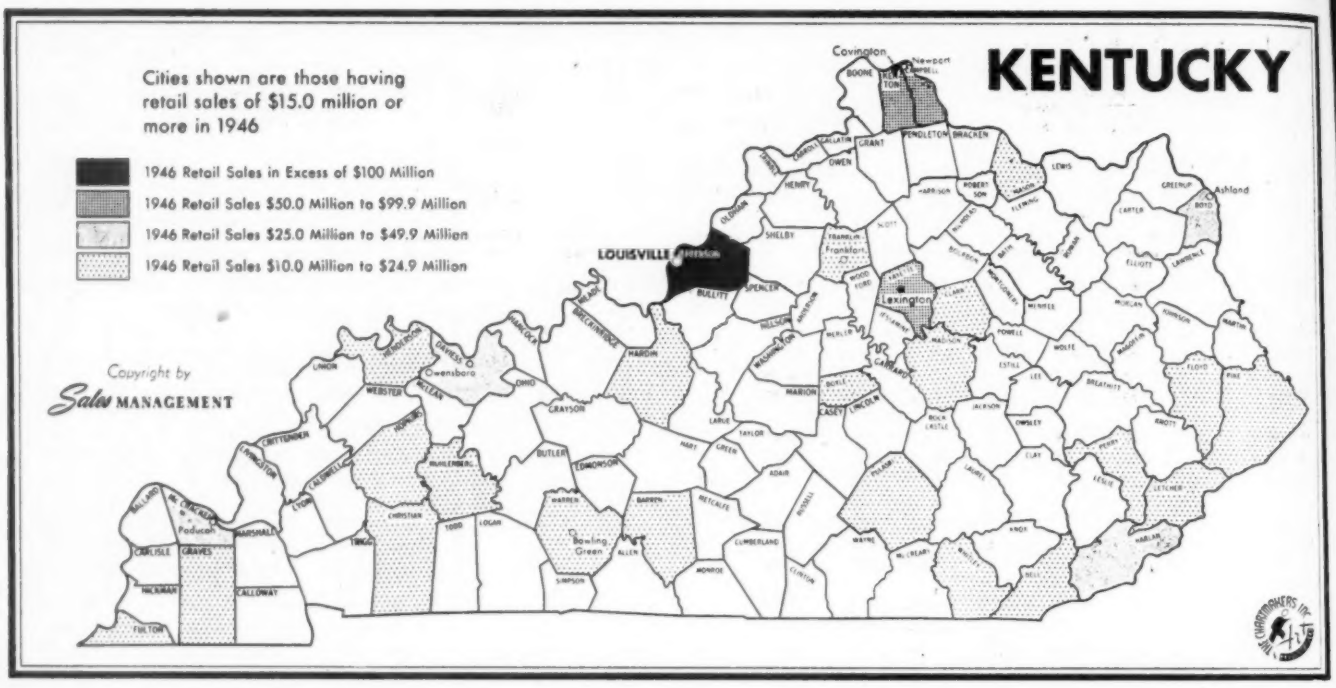
MISSISSIPPI — Multiple Cities

Biloxi—Gulfport	59.0	.0403	17.3	55,831	.0428	10,393	6,417	1,801	*		63,630	.0337	1,078	3,678			.0378	94

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 19.



KENTUCKY

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

City	County	City	County	City	County
Ashland	Boyd	Henderson	Henderson	Maysville	Mason
Bowling Green	Warren	Hopkinsville	Christian	Newport	Campbell
Covington	Kenton	Lexington	Fayette	Owensboro	Daviess
Danville	Boyle	Louisville	Jefferson	Paducah	McCracken
Frankfort	Franklin	Madisonville	Hopkins		
Harlan	Harlan	Mayfield	Graves		

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)								FARM				
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S.A. Potential	Quality of Market Index
Adair	16.6	.0113	4.1	4,098	.0031	909	514	102	78		5,320	.0028	320	1,298	E	77.0	.0046	41
Allen	13.7	.0093	3.6	5,573	.0043	1,191	573	*	*		7,251	.0038	529	2,014	E	71.1	.0051	55
Anderson	8.3	.0057	2.4	4,305	.0033	1,301	339	*	100		6,615	.0035	797	2,756	E	61.5	.0039	68
Ballard	8.7	.0059	2.4	2,907	.0022	752	*	56	86		4,565	.0025	525	1,902	D	67.3	.0031	53
Barren	26.4	.0181	7.0	13,744	.0105	2,633	2,571	441	721		21,079	.0111	798	3,011	B	62.5	.0122	67
Bath	10.2	.0069	2.7	2,858	.0022	1,050	59	46	*		4,856	.0026	476	1,799	D	71.7	.0033	48
Bell	42.9	.0293	9.1	20,327	.0156	5,767	3,307	519	1,171		27,430	.0145	639	3,014	G	7.1	.0177	60
Boone	11.5	.0079	3.4	3,637	.0028	987	*	*	*		5,584	.0030	486	1,642	E	50.7	.0039	49
Bourbon	17.3	.0118	5.0	10,513	.0081	3,165	795	260	457		13,735	.0072	794	2,747	B	49.8	.0084	71
Boyd 55	48.9	.0333	12.1	41,038	.0313	8,259	4,806	1,288	2,488		50,457	.0267	1,032	4,170	G	5.2	.0293	88
▲Ashland	32.0	.0218	8.5	39,684	.0304	7,570	4,615	*	*	G	37,540	.0199	1,173	4,416	.....	.....	.0233	107
Boyle	17.5	.0120	4.9	13,122	.0101	3,276	2,719	419	833		19,954	.0106	1,140	4,072	D	33.3	.0107	89
Danville	9.0	.0061	2.9	13,015	.0100	3,227	2,661	*	*		13,908	.0073	1,545	4,796	.....	.....	.0079	130
Bracken	8.9	.0061	2.6	4,065	.0031	1,081	339	78	74		6,180	.0033	694	2,377	D	63.4	.0038	62
Breathitt	19.5	.0133	3.8	2,858	.0022	550	191	*	*		4,618	.0024	237	1,215	G	70.3	.0045	34
Breckinridge	15.5	.0106	4.1	4,621	.0035	1,316	308	124	*		7,199	.0038	464	1,756	D	70.6	.0051	48
Bullitt	9.5	.0064	2.6	2,671	.0020	611	*	*	*		3,611	.0019	380	1,389	F	53.8	.0028	44
Butler	11.9	.0082	2.9	2,207	.0017	438	*	*	*		3,493	.0019	294	1,204	F	73.7	.0031	38
Caldwell	13.9	.0095	4.0	6,860	.0053	1,681	925	248	342		9,540	.0050	686	2,385	E	43.0	.0060	63
Calloway	17.8	.0121	5.0	8,878	.0068	2,100	794	248	327		12,835	.0068	721	2,567	E	59.8	.0079	65
Campbell 25	75.5	.0515	22.5	65,356	.0500	23,264	3,311	2,534	3,140		95,658	.0506	1,267	4,251	F	5.2	.0505	98
Newport	33.5	.0229	10.3	43,789	.0335	14,765	2,508	1,609	2,833	H	41,741	.0221	1,246	4,053	.....	.....	.0257	112
Carlisle	6.4	.0044	1.7	2,367	.0018	783	309	57	*		3,400	.0018	531	2,000	F	67.2	.0023	52
Carroll	8.0	.0055	2.4	6,353	.0049	1,270	427	226	208		9,116	.0049	1,140	3,798	E	52.0	.0050	91

▲ See end of state "Metropolitan County Areas." *Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

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Lexington, Ky.

- World's largest horse-sales center.
- Kentucky's largest educational center.
- World's largest loose-leaf tobacco market.
- Richest livestock and general farming region in South.
- Manufacturing center for nationally distributed products.
- Second largest retail and wholesale center in Kentucky.
- Site of government hospitals and offices with multi-million dollar payrolls.

Smart Advertisers Use . . . . LEXINGTON HERALD-LEADER
Represented by the KATZ AGENCY

KENTUCKY — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Carter	22.0	.0150	4.7	6,542	.0050	1,959	1,219	79	93		9,568	.0050	435	2,036	F	49.0	.0070	47
Casey	16.7	.0114	3.6	2,811	.0022	517	280	*	30		3,851	.0021	231	1,070	E	83.6	.0040	35
Christian	40.4	.0276	11.6	17,661	.0135	4,309	3,262	474	702		23,791	.0126	589	2,051	C	41.1	.0159	58
Hopkinsville	14.5	.0099	4.6	17,502	.0134	3,212	3,175	441	702		14,893	.0079	1,027	3,238			.0100	101
Clark	17.8	.0121	5.4	13,133	.0101	3,118	1,132	362	528		18,670	.0098	1,049	3,457	C	42.0	.0104	86
Clay	20.6	.0141	3.8	3,335	.0026	721	456	*	82		4,286	.0023	208	1,128	F	72.2	.0048	34
Clinton	9.1	.0062	2.1	2,127	.0016	31	162	56	*		3,058	.0016	336	1,456	F	81.0	.0025	40
Crittenden	10.9	.0074	2.9	4,430	.0034	1,238	396	147	*		5,637	.0030	517	1,944	F	49.9	.0040	54
Cumberland	9.7	.0067	2.2	2,605	.0020	250	397	*	*		3,387	.0018	349	1,540	F	78.1	.0028	42
Daviess	55.2	.0376	15.5	46,365	.0354	10,364	7,044	1,771	3,197		60,830	.0322	1,102	3,925	B	25.4	.0342	91
Owensboro	31.9	.0218	9.5	42,748	.0328	8,690	7,044	1,718	*	H	39,365	.0208	1,234	4,144			.0246	113
Edmonson	9.8	.0067	2.3	2,048	.0016	189	*	*	*		3,175	.0017	324	1,380	F	72.1	.0027	40
Elliott	7.2	.0049	1.5	1,286	.0010	141	133	*	*		2,395	.0013	333	1,597	F	85.8	.0019	39
Estill	15.3	.0105	3.4	5,622	.0043	1,489	220	203	208		8,177	.0043	534	2,405	F	47.2	.0055	52
Fayette 158	88.9	.0607	26.5	125,154	.0958	22,872	17,901	5,285	8,600		144,196	.0764	1,622	5,441	B	12.8	.0791	130
◆Lexington	58.6	.0400	18.0	121,274	.0929	21,406	17,901	5,285	8,600	E	91,650	.0485	1,564	5,092			.0601	150
Fleming	12.2	.0083	3.4	5,273	.0040	1,380	514	124	130		7,575	.0040	621	2,228	C	69.6	.0049	59
Floyd	47.6	.0325	9.6	15,960	.0122	5,078	3,704	148	490		23,857	.0126	501	2,485	G	27.3	.0165	51
Franklin	23.3	.0159	6.8	19,549	.0150	5,861	2,294	520	944		25,326	.0134	1,087	3,724	D	21.8	.0144	91
Frankfort	16.2	.0110	5.0	18,063	.0138	5,218	2,293	519	944	H	16,184	.0086	999	3,237			.0106	96
Fulton	15.1	.0103	4.2	11,958	.0092	3,213	823	*	476		16,182	.0086	1,072	3,853	E	37.7	.0091	88
Gallatin	3.9	.0027	1.1	1,891	.0014	329	220	*	*		2,541	.0013	652	2,310	F	60.9	.0016	59

◆ See end of state "New Metropolitan County Areas." *Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

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OWENSBORO

tops all cities east of the Mississippi River for two successive years in percent of bank debits increase in comparison with year 1940.

Daviess County, third in Effective Buying Income in Kentucky outside Cincinnati area.

In 1948, as in 1947, Owensboro was again among the 25 cities in the United States showing the greatest gain over 1940 in volume of check payments. Gains shown in Kentucky follow:

Owensboro	349%	C City	192%
B City	196%	D City	94%

WOMI TOPS ALL IN LISTENERS!

A Conlan survey made in December, 1948 revealed Radio Station WOMI's listener supremacy had gained in 1948 over 1947. The leading stations compare in Owensboro as follows:

	Evening	Afternoon	Night	Entire
WOMI	45.7%	51.9%	38.7%	45.1%
B Station	32.6%	19.8%	25.4%	24.7%
C Station	6.7%	13.8%	13.2%	12.1%

Population gains since 1910 have been among largest percentwise in nation.

The Owensboro Messenger MORNING

RADIO STATION WOMI

THE OWENSBORO INQUIRER EVENING

KENTUCKY — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Garrard	10.8	.0073	2.8	4,875	.0037	1,300	514	*	56		7,251	.0039	671	2,590	C	68.7	.0045	62
Grant	9.5	.0065	2.7	5,352	.0041	1,191	397	146	*		7,436	.0039	783	2,754	D	68.3	.0045	69
Graves	32.0	.0219	9.2	17,532	.0134	3,965	1,601	385	922		24,016	.0127	751	2,610	D	47.1	.0148	68
Mayfield	10.6	.0073	3.3	13,955	.0107	2,712	1,528	*	922	H	12,801	.0068	1,208	3,879	.....	.....	.0081	111
Grayson	15.9	.0108	4.2	5,085	.0039	721	544	102	211		6,789	.0036	427	1,616	E	74.9	.0051	47
Green	10.8	.0074	2.8	2,811	.0022	689	573	*	*		4,312	.0023	399	1,540	E	81.4	.0033	45
Greenup	21.7	.0148	4.9	6,099	.0047	2,288	162	158	142		9,396	.0050	433	1,918	F	37.6	.0069	47
Hancock	5.8	.0040	1.5	2,283	.0017	517	162	*	*		3,361	.0018	579	2,241	F	64.6	.0022	55
Hardin	32.1	.0219	9.0	16,977	.0130	3,385	925	327	200		22,480	.0119	700	2,498	D	28.2	.0142	65
Harlan	62.8	.0428	13.5	39,375	.0302	7,978	5,262	566	1,710		38,501	.0203	613	2,852	G	5.3	.0278	65
Harrison	13.4	.0092	3.9	11,562	.0089	2,899	824	282	528		14,806	.0079	1,105	3,796	C	61.4	.0085	92
Hart	15.3	.0104	4.0	5,065	.0039	1,268	544	260	33		7,397	.0039	483	1,849	D	75.6	.0052	50
Henderson 42	32.5	.0222	9.4	19,021	.0146	5,047	1,360	545	940		24,472	.0129	753	2,603	C	35.3	.0153	69
Henderson	21.6	.0147	6.7	18,925	.0145	5,006	*	*	940	H	18,935	.0100	872	2,811	.....	.....	.0123	84
Henry	12.2	.0083	3.6	5,479	.0042	1,301	162	1158	108		8,349	.0044	684	2,319	C	68.0	.0051	61
Hickman	7.3	.0050	2.0	3,097	.0024	689	*	46	108		4,685	.0025	642	2,343	E	70.3	.0030	60
Hopkins	38.8	.0265	10.8	20,773	.0159	5,046	2,337	497	765		28,144	.0149	725	2,606	E	27.6	.0175	66
Madisonville	12.0	.0082	3.8	13,959	.0107	2,821	1,602	282	654	H	12,243	.0064	1,020	3,222	.....	.....	.0081	99
Jackson	13.0	.0089	2.7	2,398	.0018	188	29	*	64		2,846	.0015	219	1,054	F	78.5	.0031	35
Jefferson 68	478.6	.3267	142.8	491,434	.3763	112,201	66,311	19,056	29,157		735,285	.3893	1,536	5,149	C	2.5	.3729	114
▲Louisville	370.4	.2529	110.7	464,405	.3557	103,702	65,981	18,682	28,804	C	625,232	.3310	1,688	5,648	.....	.....	.3228	128
Jessamine	11.5	.0078	3.2	6,893	.0053	1,708	514	124	59		9,077	.0048	789	2,837	C	57.0	.0056	72
Johnson	21.7	.0148	4.7	10,388	.0080	1,991	1,249	*	405		13,377	.0071	616	2,846	G	42.1	.0089	60
Kenton 25	102.6	.0701	30.6	91,991	.0704	29,778	7,411	3,079	4,848		146,718	.0776	1,430	4,795	F	3.9	.0739	105
Covington	66.5	.0454	20.5	74,881	.0573	24,871	7,239	2,585	4,779	H	93,765	.0496	1,410	4,574	.....	.....	.0511	113
Knott	17.7	.0121	3.3	2,064	.0016	360	308	*	*		2,726	.0014	154	826	G	48.0	.0036	30
Knox	24.5	.0167	5.1	6,686	.0051	2,350	456	78	145		8,587	.0046	350	1,884	G	46.3	.0072	43
Larue	9.5	.0065	2.8	3,534	.0027	627	338	101	193		4,432	.0023	467	1,705	E	65.3	.0033	51
Laurel	22.0	.0150	4.8	6,200	.0047	1,567	545	124	127		9,116	.0048	414	1,899	F	54.3	.0068	45
Lawrence	13.6	.0093	3.0	3,335	.0026	1,128	132	*	156		4,830	.0026	355	1,610	F	65.0	.0039	42
Lee	8.7	.0059	1.8	2,367	.0018	753	162	*	*		3,704	.0020	426	2,058	G	44.9	.0027	46
Leslie	10.0	.0068	1.8	1,715	.0013	219	*	*	*		2,290	.0012	229	1,272	G	73.9	.0024	35
Letcher	36.2	.0247	7.2	12,244	.0094	3,119	2,264	124	713		18,564	.0098	513	2,578	G	23.0	.0127	51
Lewis	13.6	.0093	3.4	2,701	.0021	1,081	133	*	*		4,340	.0023	319	1,276	E	62.6	.0036	39
Lincoln	17.5	.0120	4.1	6,146	.0047	1,519	646	102	60		7,927	.0042	453	1,933	D	65.5	.0059	49
Livingston	7.8	.0053	2.2	1,922	.0015	329	59	*	70		3,295	.0017	422	1,498	F	59.6	.0024	45
Logan	21.1	.0144	5.7	9,846	.0075	2,382	1,191	261	*		12,756	.0068	605	2,238	D	64.1	.0085	59
Lyon	8.1	.0055	2.2	2,509	.0019	580	220	*	*		3,399	.0018	420	1,545	F	53.1	.0026	47
McCracken	56.0	.0383	16.2	53,497	.0409	11,706	7,575	2,165	2,997		59,305	.0314	1,059	3,661	F	12.1	.0356	93
Paducah	41.0	.0280	12.2	50,102	.0384	10,631	7,575	*	2,997	G	50,468	.0268	1,231	4,137	.....	.....	.0305	109
McCreary	17.0	.0116	3.5	5,114	.0039	972	514	*	108		7,582	.0040	446	2,166	G	25.8	.0055	47
McLean	10.0	.0068	2.8	3,335	.0026	783	191	101	*		5,055	.0027	506	1,944	E	60.6	.0035	51
Madison	30.0	.0205	7.9	17,008	.0130	3,369	1,719	543	651		23,301	.0123	777	2,949	B	50.0	.0142	69
Magoffin	12.6	.0086	2.5	1,954	.0015	830	427	*	*		2,912	.0016	231	1,165	G	78.2	.0030	35
Marion	16.2	.0110	3.8	6,987	.0054	1,567	647	124	219		8,932	.0047	551	2,351	D	55.6	.0062	56
Marshall	14.1	.0096	3.8	5,019	.0038	1,238	279	102	*		6,338	.0033	450	1,668	F	47.7	.0047	49
Martin	9.2	.0063	1.6	1,270	.0010	580	*	*	*		2,026	.0011	220	1,266	G	72.8	.0021	33
Mason	19.4	.0133	5.4	14,309	.0110	3,699	2,395	305	736		21,303	.0113	1,098	3,945	B	39.5	.0116	87
Maysville	11.2	.0077	3.5	13,721	.0105	3,336	*	305	*		12,101	.0064	1,080	3,457	.....	.....	.0079	103
Meade	8.6	.0058	2.2	2,764	.0021	470	*	46	*		3,668	.0019	426	1,666	E	65.7	.0027	47
Menifee	4.4	.0030	1.0	1,032	.0008	329	*	*	*		1,285	.0007	292	1,285	G	71.4	.0012	40
Mercer	13.9	.0095	3.8	7,734	.0059	1,567	573	250	238		10,705	.0057	770	2,817	C	52.9	.0065	68
Metcalfe	9.7	.0067	2.6	1,540	.0012	251	133	*	*		2,026	.0011	209	779	F	84.5	.0023	34
Monroe	13.9	.0094	3.4	3,027	.0023	438	647	56	40		3,851	.0020	277	1,133	E	77.0	.0036	38
Montgomery	11.9	.0082	3.3	8,216	.0063	1,832	1,352	227	316		10,665	.0056	896	3,232	D	49.4	.0063	77
Morgan	13.1	.0089	2.8	2,510	.0019	423	191	*	23		3,851	.0021	294	1,375	F	83.8	.0034	38
Muhlenberg	32.0	.0219	7.9	15,356	.0118	3,150	1,896	180	353		20,377	.0108	637	2,579	E	32.2	.0133	61
Nelson	18.1	.0123	4.8	7,686	.0059	1,630	544	181	219		9,660	.0051	534	2,100	C	50.5	.0068	55

▲ See end of state "Metropolitan County Areas."

*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

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THE LOUISVILLE TIMES

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KENTUCKY — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Nicholas	7.5	.0051	2.1	3,494	.0027	972	397	78	*		5,439	.0029	725	2,590	D	71.2	.0033	65
Ohio	19.2	.0131	5.2	6,305	.0048	1,301	455	181	141		8,350	.0044	435	1,606	E	62.2	.0063	48
Oldham	11.2	.0077	3.2	3,287	.0025	987	133	*	*		5,081	.0027	454	1,588	E	49.0	.0036	47
Owen	8.0	.0054	2.4	4,130	.0032	972	397	101	93		6,100	.0032	763	2,542	D	78.2	.0036	67
Owsley	6.9	.0048	1.5	1,126	.0009	142	*	*	*		1,879	.0010	272	1,253	G	82.5	.0017	35
Pendleton	9.0	.0061	2.7	4,319	.0033	1,301	191	79	*		6,509	.0034	723	2,411	D	69.3	.0039	64
Perry	42.9	.0293	8.4	24,233	.0186	3,369	3,101	463	*		31,387	.0166	732	3,737	G	22.5	.0197	67
Pike	68.5	.0467	13.5	24,422	.0187	4,984	3,175	282	848		27,262	.0145	398	2,019	G	37.3	.0222	48
Powell	5.8	.0040	1.3	890	.0007	266	*	*	*		2,025	.0011	349	1,558	G	63.0	.0016	40
Pulaski	33.6	.0229	8.0	13,181	.0101	2,743	1,411	361	735		17,691	.0093	527	2,211	D	59.8	.0123	54
Robertson	3.0	.0021	.8	1,270	.0010	422	*	*	*		1,906	.0010	635	2,383	F	77.9	.0012	57
Rockcastle	15.6	.0106	3.6	3,332	.0026	783	309	57	*		4,537	.0024	291	1,260	F	62.6	.0041	39
Rowan	10.9	.0075	2.4	4,783	.0037	1,504	455	*	*		6,100	.0033	560	2,542	F	45.3	.0043	57
Russell	13.0	.0088	3.0	2,583	.0020	283	192	46	*		3,268	.0017	251	1,089	E	82.5	.0032	36
Scott	13.9	.0095	4.0	8,630	.0066	2,101	426	260	216		12,425	.0066	894	3,106	B	56.6	.0072	76
Shelby	17.8	.0122	5.1	11,021	.0084	2,461	1,191	261	152		15,719	.0083	883	3,082	B	58.4	.0091	75
Simpson	10.6	.0074	3.0	6,685	.0051	1,347	794	248	142		8,669	.0046	803	2,890	D	60.5	.0053	72
Spencer	5.5	.0037	1.4	2,039	.0016	517	514	*	*		3,426	.0018	623	2,447	E	75.4	.0021	57
Taylor	13.9	.0095	3.6	5,882	.0045	1,160	824	124	171		8,721	.0046	627	2,423	E	62.6	.0056	59
Todd	13.7	.0093	3.7	4,713	.0036	1,380	455	124	133		6,708	.0036	490	1,813	D	65.0	.0047	51
Trigg	10.3	.0071	2.6	3,206	.0025	800	383	102	*		5,226	.0027	507	2,010	E	71.4	.0035	49
Trimble	5.0	.0034	1.3	936	.0007	141	*	*	*		2,050	.0011	410	1,577	F	80.2	.0014	41
Union	18.4	.0126	5.0	8,258	.0063	1,882	925	282	376		11,803	.0063	641	2,361	D	41.6	.0076	60
Warren	36.7	.0250	10.3	27,175	.0208	5,226	4,122	955	957		32,746	.0174	892	3,179	B	40.4	.0199	80
Bowling Green	20.0	.0136	6.2	26,523	.0203	4,731	*	*	*	H	18,520	.0098	926	2,987	.....	.....	.0137	101
Washington	12.3	.0084	3.1	5,447	.0042	1,268	485	*	*		6,854	.0036	557	2,211	D	71.1	.0047	56
Wayne	15.5	.0106	3.5	4,106	.0031	768	280	*	*		5,227	.0028	337	1,493	E	72.1	.0045	42
Webster	17.5	.0119	5.0	8,559	.0066	1,661	676	248	193		11,657	.0061	666	2,331	E	39.1	.0074	62
Whitley	29.7	.0203	6.7	15,262	.0117	2,978	1,632	351	606		19,676	.0104	662	2,937	F	32.7	.0128	63
Wolfe	7.9	.0054	1.6	1,175	.0009	298	133	*	*		2,381	.0013	301	1,488	G	75.9	.0020	37
Woodford	11.4	.0078	3.1	6,337	.0049	1,849	220	203	104		9,249	.0049	811	2,984	B	50.6	.0055	71
Total Above Cities	749.0	.5113	225.7	972,546	.7449	221,898	124,122	31,426	52,175		1,099,246	.5819	1,468	4,870	.....	.....	.6167	121
State Total	2,798.7	1.9104	734.4	1,721,011	1.3182	406,285	202,872	52,583	80,164		2,386,573	1.2634	853	3,250	.....	36.5	1.4092	74

KENTUCKY — Metropolitan County Areas

Ashland, Ky.—Huntington, W. Va. 55	202.8	.1383	53.9	167,610	.1283	35,820	23,546	4,818	10,613		238,897	.1265	1,178	4,432	.....	.....	.1293	93
Louisville 68	566.9	.3869	169.1	545,158	.4174	125,684	71,179	20,117	31,787		810,442	.4290	1,760	4,793	.....	.....	.4171	108

KENTUCKY — New Metropolitan County Area

Lexington 158	88.9	.0607	26.5	125,154	.0958	22,872	17,901	5,285	8,600		144,196	.0764	1,622	5,441	.....	.....	.0791	130

TENNESSEE — Counties and Cities

City	County	City	County	City	County
Bristol	Sullivan	Elizabethton	Carter	Maryville	Blount
Chattanooga	Hamilton	Greeneville	Greene	Memphis	Shelby
Clarksville	Montgomery	Jackson	Madison	Murfreesboro	Rutherford
Cleveland	Bradley	Johnson City	Washington	Nashville	Davidson
Columbia	Maury	Kingsport	Sullivan	Oak Ridge	Anderson
Dyersburg	Dyer	Knoxville	Knox		

Anderson	56.0	.0382	13.0	26,012	.0200	11,726	2,515	755	1,005		55,768	.0295	996	4,290	G	24.2	.0284	74
Oak Ridge	36.1	.0246	9.8	18,852	.0144	10,086	1,885	550	755	H	42,315	.0224	1,172	4,318	.....	.....	.0204	83
Bedford	24.2	.0165	6.9	11,405	.0087	2,701	986	301	407		18,963	.0100	784	2,748	C	40.6	.0109	66
Benton	12.2	.0083	3.3	3,443	.0027	1,219	269	100	15		5,595	.0030	459	1,695	F	62.3	.0040	48
Bledsoe	8.6	.0059	1.9	1,697	.0013	521	*	*	*		2,798	.0015	325	1,473	F	60.0	.0022	37

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 19.

a good market

DESERVES A GOOD SALESMAN

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Victor A. Sholis, *Director* —— J. Mac Wynn, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND COMPANY

* Figures given for Kentuckiana include all counties in which WHAS gives 50%-or-better BMB daytime coverage. "Radio Families" from BMB 1946 and 1948 statistics. "Net Effective Buying Income" from Sales Management *Survey of Buying Power*.

HERE'S HOW YOU CAN COVER THE NASHVILLE MARKET AREA

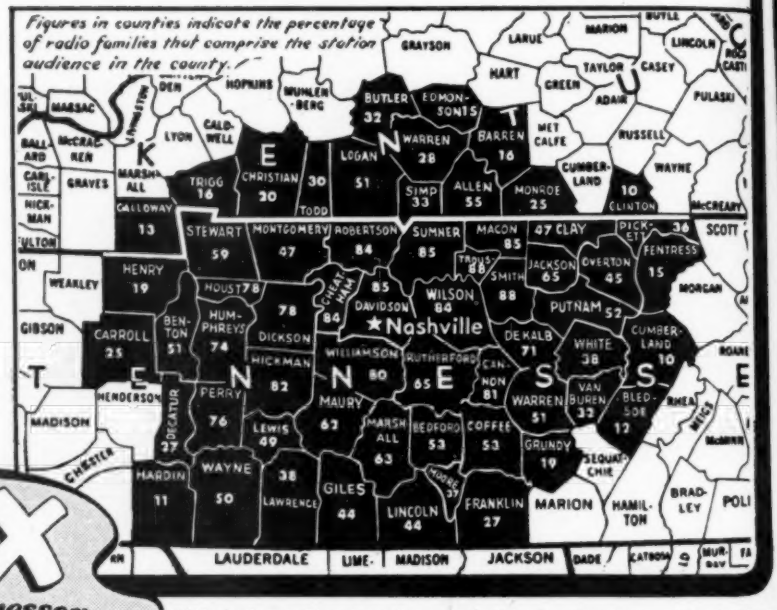
Nashville's retail trade area includes 51 counties. You can see that WSIX's daytime audience map covers 60 BMB counties with 25 per cent or better in 48 of these. . . . Add to this the even more intense penetration shown by mail pull and field strength facts (we'll send them at your request), and you have proof that WSIX gives you the Nashville market. . . . Sponsors count on WSIX year after year for a share of the $654,888,000 spent yearly here in retail stores alone. Why not see what WSIX can do for you?

SUMMARY DATA—DAYTIME

Tabulation by the KATZ AGENCY, INC.

	BMB County Units	1946 Radio Families	BMB Station Audience Families
Home City Nashville 83%		47,850	39,810
Home County Davidson 85%		67,540	57,610
Percentage Levels			
80% and over	11	98,290	83,520
70% " "	16	107,030	90,130
60% " "	20	128,750	104,010
50% " "	**29**	**159,060**	**120,030**
40% " "	35	180,260	129,760
30% " "	43	195,490	135,120
25% " "	**48**	**216,800**	**140,900**
20% " "	49	224,490	142,470
10% " "	**60**	**252,610**	**146,690**

Complete BMB County and City Data available on request.



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The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

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BMB Audience Map based on Study No. 1 Daytime March, 1946
National Representative: The Katz Agency, Inc.

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and WSIX-FM • 71,000 W • 97.5 MC

TENNESSEE — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Blount	50.2	.0343	12.0	20,904	.0160	4,960	2,612	502	853		27,667	.0146	551	2,308	E	22.6	.0190	55
Maryville	10.2	.0070	3.0	15,740	.0121	2,407	*	458	*		10,881	.0057	1,067	3,627			.0079	113
Bradley	34.7	.0236	8.9	13,720	.0105	3,367	960	425	636		20,828	.0111	600	2,340	E	24.5	.0134	57
Cleveland	17.8	.0121	4.9	12,061	.0092	2,701	960	*	*	H	14,921	.0079	838	3,045			.0091	75
Campbell	33.0	.0226	7.3	12,088	.0093	3,400	1,447	202	306		27,206	.0144	824	3,727	F	19.6	.0145	64
Cannon	10.0	.0068	2.5	1,714	.0013	341	128	*	*		4,352	.0024	435	1,741	F	78.5	.0030	44
Carroll	28.0	.0191	7.7	8,565	.0065	2,407	1,012	223	96		16,165	.0085	577	2,099	D	62.0	.0100	52
Carter	38.9	.0266	8.9	14,324	.0110	3,205	2,048	324	455		27,761	.0146	714	3,119	F	18.3	.0159	60
Elizabethton	14.6	.0100	3.6	11,760	.0090	2,082	*	*	*		12,124	.0064	830	3,368			.0079	79
Cheatham	9.2	.0062	2.3	2,577	.0020	846	*	*	*		4,974	.0027	541	2,163	E	66.9	.0032	52
Chester	11.3	.0078	2.7	2,870	.0022	1,040	294	99	*		5,907	.0031	523	2,188	E	65.8	.0038	49
Claiborne	25.2	.0172	5.6	4,471	.0034	683	204	45	20		9,015	.0048	358	1,610	D	62.0	.0069	40
Clay	8.8	.0060	1.9	1,370	.0010	293	129	*	*		2,798	.0014	318	1,473	F	76.9	.0022	37
Cocke	23.3	.0159	5.3	6,151	.0048	1,367	678	246	148		12,434	.0066	534	2,346	E	59.9	.0079	50
Coffee	28.3	.0193	7.4	7,472	.0057	2,212	269	246	154		19,274	.0102	681	2,605	E	45.5	.0107	55
Crockett	17.0	.0116	4.6	4,780	.0036	1,692	538	145	*		9,637	.0051	567	2,095	C	76.5	.0060	52
Cumberland	16.3	.0111	3.8	4,226	.0033	1,398	435	*	*		7,461	.0040	458	1,963	F	47.8	.0052	47
Davidson 79	293.5	.2004	83.3	313,470	.2401	67,620	44,139	10,688	22,210		400,606	.2121	1,365	4,809	C	4.4	.2182	109
▲Nashville	179.8	.1227	54.3	277,735	.2127	54,843	41,970	9,547	21,248	D	247,875	.1313	1,379	4,565			.1540	126
Decatur	10.1	.0069	2.5	2,333	.0018	602	205	67	*		5,285	.0028	523	2,114	F	61.5	.0033	48
De Kalb	12.9	.0088	3.2	3,280	.0025	813	384	*	39		5,914	.0031	458	1,848	E	76.6	.0041	47
Dickson	18.2	.0124	4.8	7,620	.0058	1,822	628	167	296		13,368	.0071	735	2,785	E	46.9	.0078	63

▲ See end of state "Metropolitan County Areas." *Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

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NIGHTTIME RADIO FAMILIES—19¢ per 1,000!
This is the lowest cost for any 50 KW station in the nation. The figures are obtained by applying 1946 BMB coverage data against WSM's current hourly rate.

WSM daytime coverage costs 20¢ per thousand radio families. That's the nation's fifth lowest 50 KW cost, bettered only by New York and Chicago stations. We'll be glad to send you one of our coverage maps showing where these families live.

These BMB based figures are the only yardstick of this nature that radio has. For further evidence of what WSM can do with its low cost coverage and its talent staff of more than 200, let us build you a show for spot coverage of the rich mid-South market.

WSM

HARRY STONE, GEN. MGR. • IRVING WAUGH, COM. MGR. • EDWARD PETRY & CO., NAT'L REP.

50,000 WATTS • CLEAR-CHANNEL • 650 KILOCYCLES • NBC AFFILIATE

MORE *for your Radio Dollar*



Of the 3 major power stations serving the Knoxville market WIBK gives you the greatest morning audience per advertising dollar. For example, based on the 250-time minute spot rate, WIBK delivers 128%, station A — 109%, and station B — 74%. WIBK city listeners have money to spend — only 6% are colored and the rest, 94%, make up your mass buyers in this thriving metropolis. WIBK rural listeners spend plenty, too. They sent in 10,000 pieces of mail from 411 communities in Tennessee and surrounding states in 86 days last fall — a powerful indication of listener loyalty! (Economic breakdown based on U.S. 16th Housing Survey; listener survey by O'Conner — 300 calls per 15 minutes — subscribed to by 4 out of the 5 Knoxville stations.) Send for the complete WIBK story before you buy Knoxville.

WIBK — 1000 WATTS — INDEPENDENT BROADCASTING CO. **KNOXVILLE**

TENNESSEE — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Dyer	37.8	.0258	10.1	21,284	.0163	3,954	1,370	535	764		29,844	.0158	790	2,955	B	50.0	.0180	70
Dyersburg	14.4	.0098	4.3	16,027	.0123	2,992	1,217	368	764	H	19,895	.0105	1,382	4,627			.0109	111
Fayette	29.6	.0202	7.1	5,564	.0043	1,219	474	*	*		11,191	.0059	378	1,576	B	84.6	.0082	41
Fentress	13.8	.0094	2.8	3,361	.0025	212	332	*	*		5,900	.0031	428	2,107	G	47.8	.0042	45
Franklin	25.2	.0172	6.1	8,369	.0065	1,513	1,038	202	244		15,854	.0084	629	2,599	D	47.1	.0096	56
Gibson	48.4	.0331	13.2	18,433	.0141	4,734	1,536	580	476		27,356	.0145	565	2,072	B	58.5	.0181	55
Giles	28.0	.0191	7.3	10,980	.0084	2,359	833	301	294		16,476	.0087	588	2,257	B	61.3	.0107	56
Grainger	12.6	.0088	2.9	2,381	.0018	422	*	*	*		4,352	.0023	345	1,501	E	77.5	.0033	38
Greene	41.8	.0285	10.0	14,782	.0113	3,254	1,331	425	638		22,383	.0119	535	2,238	B	63.4	.0150	53
Greeneville	9.6	.0066	2.6	11,633	.0089	1,903	*	*	638		7,151	.0038	745	2,750			.0059	89
Grundy	11.7	.0080	2.7	2,202	.0017	292	231	*	*		4,682	.0024	398	1,727	G	25.5	.0033	41
Hamblen	19.5	.0133	5.0	10,947	.0084	2,228	1,166	245	363		16,787	.0089	861	3,357	E	37.7	.0098	72
Hamilton 23	201.4	.1375	55.3	205,006	.1570	48,588	26,063	5,527	24,857		267,661	.1417	1,329	4,840	F	3.5	.1455	106
▲Chattanooga	143.4	.0979	40.6	190,246	.1457	42,239	25,964	5,284	24,837	E	196,888	.1042	1,373	4,849			.1154	118
Hancock	10.9	.0074	2.4	1,174	.0009	81	128	*	*		4,041	.0021	371	1,684	E	86.2	.0028	38
Hardeman	24.2	.0165	5.9	6,199	.0048	1,692	590	168	81		10,570	.0056	437	1,792	D	63.6	.0075	45
Hardin	15.1	.0104	3.7	3,768	.0028	1,040	332	*	89		7,461	.0040	494	2,016	E	54.7	.0049	47
Hawkins	30.2	.0206	7.0	6,803	.0053	2,229	333	144	89		13,368	.0071	443	1,910	D	60.5	.0093	45
Haywood	27.0	.0184	6.9	8,304	.0063	2,276	947	224	*		16,788	.0088	622	2,433	B	76.7	.0100	54
Henderson	17.8	.0121	4.3	5,384	.0041	1,302	653	123	*		10,881	.0058	611	2,530	D	69.4	.0066	55
Henry	26.7	.0183	7.6	11,568	.0089	2,864	1,012	402	294		20,517	.0109	768	2,700	D	49.7	.0118	64
Hickman	13.2	.0090	3.2	2,888	.0022	683	256	78	43		5,284	.0028	400	1,651	E	59.5	.0039	43
Houston	6.0	.0041	1.5	1,370	.0011	260	90	*	*		2,487	.0013	415	1,658	G	53.7	.0018	44
Humphreys	11.0	.0075	2.7	3,525	.0027	1,040	204	122	63		6,840	.0036	622	2,533	F	57.6	.0041	55
Jackson	13.2	.0090	3.0	2,773	.0021	472	448	*	*		4,973	.0026	377	1,658	E	81.0	.0037	41
Jefferson	18.9	.0129	4.6	4,748	.0036	1,090	499	167	*		7,772	.0042	411	1,690	E	56.9	.0057	44
Johnson	12.3	.0084	2.7	1,974	.0015	259	*	78	*		4,352	.0023	354	1,612	D	67.1	.0033	39
Knox 62	225.5	.1539	58.7	217,622	.1666	49,450	34,271	6,417	17,737		302,396	.1600	1,341	5,152	D	7.3	.1606	104
▲Knoxville	148.0	.1010	40.7	203,694	.1561	40,951	33,829	6,256	*	E	216,488	.1146	1,463	5,319			.1243	123
Lake	12.5	.0086	3.7	4,633	.0036	1,530	154	145	94		9,015	.0048	721	2,436	C	66.5	.0052	60
Lauderdale	25.8	.0176	6.9	10,328	.0079	2,522	1,126	346	228		18,652	.0099	723	2,703	B	71.2	.0108	61
Lawrence	28.4	.0194	6.7	10,456	.0080	1,675	807	245	190		17,413	.0092	613	2,599	D	59.0	.0109	56
Lewis	5.3	.0036	1.2	1,959	.0015	361	128	*	39		3,730	.0020	704	3,108	G	44.8	.0022	61

▲ See end of state "Metropolitan County Areas." *Withheld to avoid disclosure. Before using these figures, see explanation page 19.

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The Knoxville News-Sentinel

THE BEST DAM MARKET

Represented Nationally By Scripps-Howard National Advertising Dept.

KNOXVILLE, TENN. LEADS NATION IN GAINS IN RETAIL DEPARTMENT STORE SALES



Sales Show Increase of 22% in 1948 Over 1947 According to Federal Reserve Board

Knoxville led the Nation last year for percentage gains over 1947 in retail department store sales. Retail sales here increased 22 per cent in 1948 over the 1947 figure.

The average increase over the nation as a whole, including some 138 cities, was only 6 per cent, according to the Chamber of Commerce. The figures were released by the Federal Reserve System Board of Governors which keeps an index of department store sales for 138 cities in the 12 reserve system districts.

In a comparison of districts, the Atlanta district, in which Knoxville is located, showed a sales gain of 8 per cent. Only two districts, Dallas and Philadelphia, topped Atlanta.

The percentage standings for the top 13 cities were Knoxville 22, Houston 20, Orlando 18, Evansville 18, Shreveport 17, Charleston, W. Va., 17, Columbus, Ga., Des Moines and East St. Louis, Ill., 13, Tulsa, Canton, O., and Trenton, N. J., 12, and Birmingham, 11.

Knoxville Per Family Income of $5,319 Tops In State According To S. M. Survey of Buying Power

Knoxville again shows up as one of the South's leading markets in the 1949 edition of Sales Management's Survey of Buying Power. Its per family income of $5,319 leads every city in the State of Tennessee and ranks among the highest in the South.

News-Sentinel Offers 97.4% Coverage to Its Advertisers

According to S. M. Survey of Buying Power, the city of Knoxville has a population of 40,700 families. The Knoxville News-Sentinel has a total city circulation of 39,689 (ABC publisher's statement of September 30, 1948), a phenomenal coverage of 97.4% of all the families.

Knoxville Consumer Panel Gives Important Monthly Sales Figures

The Consumer Panel, begun in 1946 under the co-sponsorship of the University of Tennessee, School of Business, and The Knoxville News-Sentinel, is designed to give a continuous, monthly picture of the likes and dislikes, wants and habits of the consumer in Knoxville.

The panel has four sections: Groceries, Drugs, Men's Clothing, and Women's Clothing. Included in the groceries are: Baby food, Baking mixes, Hot Cereals, Cold Cereals, Packaged and Instant Coffee, Flour, Frozen Foods, Canned Juices, Gelatins, Lard and Shortening, Macaroni and Spaghetti, Mayonnaise and Salad Dressing, Canned Meats and Milk, Oleomargarine, Peanut Butter, Packaged and Bar Soaps, Tea, Rice, Baked Beans, Canned Soups, and Dog Foods.

Under Drugs are: Face Powder and Cream, Hand Lotions, Laxatives, Lipstick, Razor Blades, Shampoo, Shaving Cream, Tooth Paste, Powder and Brushes, Nail Polish, Deodorants, Home Waves, and Headache Remedies.

The News-Sentinel publishes a quarterly report covering the Drug and Grocery sections and a yearly report covering the panel in its entirety. For more information write the General Advertising Department of The Knoxville News-Sentinel.

Facts About Knoxville

1. Oak Ridge, the home of the Atom Bomb, is only 18 miles from Knoxville.
2. Alcoa, the largest aluminum plant in the world, is only ten miles away.
3. Knoxville is the largest port on the Tennessee River with over 250,000 tons moved in 1948, exclusive of sand and gravel.
4. Over 2,000,000 tourists stopped over in Knoxville in 1948 on their way to the Great Smoky Mountain National Park, the most popular in the United States.
5. Knoxville has been the Administrative Headquarters of the T.V.A. since its beginning in 1933.
6. The largest producer of finished marble, for interior purposes, is located in Knoxville.
7. The only steel rolling mill in Tennessee is located in Knoxville.
8. The Knoxville Market Area leads the nation in the production of pyrites; is second in the production of aluminum, phosphate rock and borite; third in zinc and silica, and fourth in manganese.
9. The East Tennessee Burley market led Tennessee in dollar volume of sales in 1948.



TENNESSEE— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

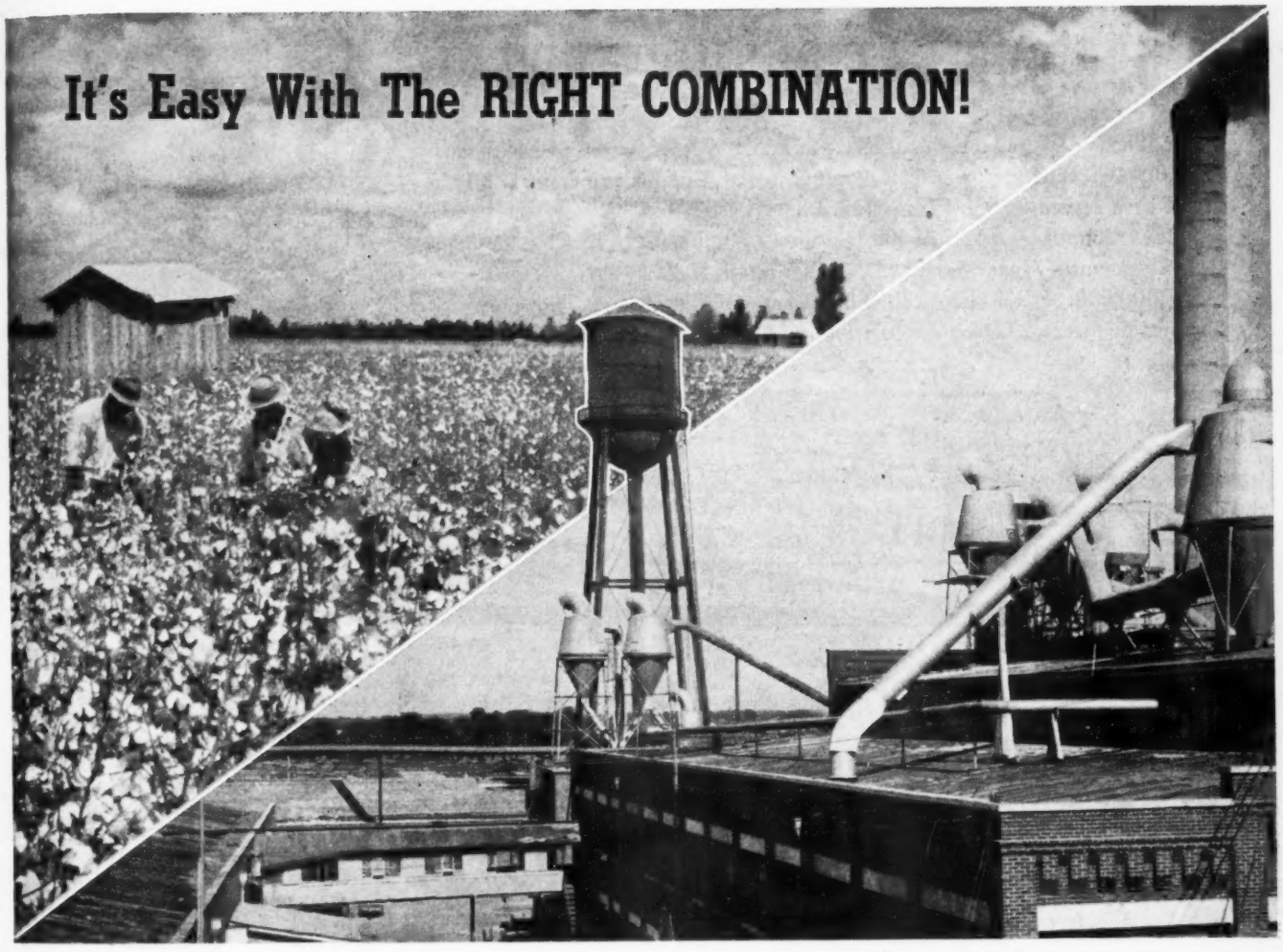
COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Lincoln	26.7	.0182	6.9	10,735	.0082	2,148	769	324	233		19,585	.0103	734	2,838	B	59.8	.0113	62
Loudon	23.9	.0163	5.7	7,962	.0061	2,245	781	245	270		17,405	.0093	728	3,054	E	30.2	.0097	60
McMinn	29.8	.0204	7.6	14,031	.0108	3,335	1,421	369	376		23,315	.0123	782	3,068	E	35.4	.0135	66
McNairy	17.9	.0122	4.3	4,795	.0036	1,219	295	67	*		9,638	.0051	538	2,241	E	69.6	.0061	50
Macon	13.5	.0092	3.6	2,758	.0022	422	179	*	87		4,973	.0026	368	1,381	E	79.2	.0038	41
Madison	60.2	.0411	17.0	42,215	.0324	9,450	6,657	1,050	2,307		58,755	.0311	976	3,456	C	32.5	.0335	82
Jackson	35.9	.0245	11.2	38,964	.0298	8,029	6,657	969	2,307	H	38,700	.0205	1,078	3,455	.....	.....	.0241	98
Marion	20.4	.0139	4.7	6,770	.0051	1,659	230	224	209		12,124	.0065	594	2,580	F	22.6	.0076	55
Marshall	17.3	.0118	4.8	8,469	.0065	1,952	1,011	245	363		15,544	.0082	898	3,238	D	50.5	.0084	71
Maury	42.3	.0289	11.6	24,513	.0188	5,564	2,138	647	904		36,060	.0191	852	3,109	B	34.5	.0210	73
Columbia	14.8	.0101	4.7	18,239	.0140	3,286	1,742	*	797	H	19,273	.0102	1,302	4,101	.....	.....	.0113	112
Meigs	5.7	.0039	1.3	587	.0005	115	*	*	*		1,546	.0008	271	1,189	F	64.1	.0012	31
Monroe	24.5	.0167	5.6	6,020	.0046	1,350	389	202	91		10,881	.0058	444	1,943	E	54.9	.0076	45
Montgomery	36.8	.0251	9.9	16,463	.0126	3,953	2,612	557	655		28,911	.0153	786	2,920	C	37.7	.0165	66
Clarksville	16.6	.0113	5.1	14,223	.0109	2,701	*	*	655	G	19,896	.0105	1,199	3,901	.....	.....	.0108	96
Moore	3.8	.0026	.9	506	.0004	33	78	*	*		1,561	.0008	411	1,734	F	71.2	.0010	38
Morgan	14.4	.0098	3.3	2,692	.0020	683	*	45	*		4,663	.0025	324	1,413	G	33.0	.0038	39
Obion	29.8	.0204	8.4	15,271	.0117	4,441	1,460	369	616		26,424	.0139	887	3,146	B	43.6	.0144	71
Overton	17.0	.0116	3.8	3,280	.0025	716	141	77	48		5,907	.0032	347	1,554	F	69.7	.0047	41
Perry	6.9	.0047	1.5	1,811	.0014	585	141	.....	*		3,420	.0018	496	2,280	F	69.0	.0023	49
Pickett	5.4	.0037	1.2	914	.0007	163	*	.....	*		1,865	.0010	345	1,554	G	75.7	.0015	41
Polk	15.1	.0103	3.3	6,655	.0051	846	1,460	100	243		9,637	.0051	638	2,920	G	34.0	.0060	58
Putnam	23.9	.0163	5.8	8,877	.0068	2,033	1,012	145	157		15,854	.0084	663	2,733	E	43.5	.0095	58
Rhea	15.4	.0105	3.7	6,705	.0051	1,513	474	179	181		11,813	.0062	767	3,193	F	35.4	.0067	64
Roane	34.3	.0234	8.0	9,969	.0077	2,245	986	401	511		18,342	.0097	535	2,293	F	26.6	.0118	50
Robertson	24.9	.0170	6.5	10,522	.0080	3,253	1,037	458	481		18,963	.0101	762	2,917	B	55.2	.0109	64
Rutherford	42.0	.0287	11.6	20,144	.0155	4,100	1,600	436	579		29,843	.0158	711	2,573	B	46.5	.0183	64
Murfreesboro	12.7	.0087	3.9	16,376	.0125	2,537	*	436	*	H	18,031	.0096	1,420	4,623	.....	.....	.0103	118
Scott	16.3	.0111	3.5	4,241	.0032	716	590	.....	89		7,150	.0037	439	2,043	G	26.2	.0049	44
Sequatchie	5.1	.0035	1.2	947	.0007	504	102	*	*		1,554	.0009	305	1,295	G	43.9	.0014	40
Sevier	23.9	.0163	5.3	6,265	.0048	1,138	538	*	215		10,881	.0057	455	2,053	E	59.7	.0076	47
Shelby 72	420.4	.2870	127.1	498,972	.3822	86,155	138,835	16,418	24,512		603,846	.3197	1,436	4,751	B	8.3	.3319	116
▲Memphis	347.1	.2370	104.9	485,001	.3715	81,032	138,692	16,080	*	B	541,146	.2864	1,559	5,159	.....	.....	.3021	127
Smith	14.1	.0096	3.7	4,992	.0039	683	410	123	101		8,704	.0046	617	2,352	D	72.1	.0054	56
Stewart	10.3	.0071	2.5	2,219	.0017	635	.....	*	*		4,663	.0025	453	1,865	F	74.4	.0032	45
Sullivan	86.2	.0588	21.2	63,694	.0488	13,645	13,920	1,574	4,617		84,993	.0450	986	4,009	D	14.7	.0489	83
●†Bristol	19.8	.0136	5.4	22,611	.0173	4,365	*	604	2,000	H	25,106	.0133	1,268	4,649	.....	.....	.0146	107
Kingsport	19.6	.0133	5.0	35,286	.0270	6,023	6,807	823	2,617		24,382	.0129	1,244	4,876	.....	.....	.0172	129
Sumner	32.7	.0223	8.4	9,904	.0076	2,798	781	302	289		18,341	.0097	561	2,183	B	55.4	.0116	52
Tipton	29.6	.0202	7.8	9,935	.0076	2,798	1,012	267	113		17,409	.0092	588	2,232	B	72.6	.0109	54

● See end of state "Multiple Cities."
† See also Bristol, Va.

▲ See end of state "Metropolitan County Areas."
*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

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Agriculture and Industry Are The Right Combination For a Balanced Economy and Great Buying Power . . .

The Commercial Appeal (morning)	180,929
Memphis Press-Scimitar (evening)	125,115
Daily Combination	306,044
The Commercial Appeal (Sunday)	237,868

ABC Publishers' Statement 9-30-48

The prosperous growth of a diversified agricultural area, plus the addition of 230 NEW manufacturing firms to Memphis since the close of World War II, are real evidences of the right combination for a wealthy, balanced market. And, for the advertiser, the two Memphis newspapers are the right combination to reach the buying power of the billion and one-half dollar Memphis Market. There is a savings of 13c per line by using the optional daily combination rate. The Memphis newspapers offer advertising power to REACH buying power.

Scripps-Howard Newspapers



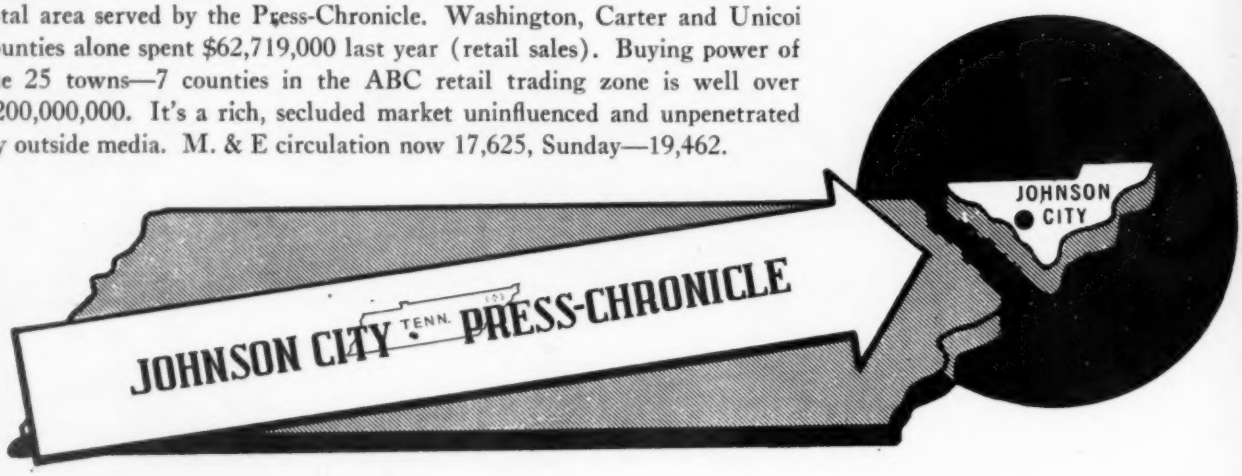
MEMPHIS
PRESS-SCIMITAR

THE
COMMERCIAL APPEAL

$89,090,000 NET BUYING POWER!

The Johnson City market is a very profitable slice of Tennessee with over $89,000,000 buying power concentrated in the 3 immediate counties of the total area served by the Press-Chronicle. Washington, Carter and Unicoi counties alone spent $62,719,000 last year (retail sales). Buying power of the 25 towns—7 counties in the ABC retail trading zone is well over $200,000,000. It's a rich, secluded market uninfluenced and unpenetrated by outside media. M. & E circulation now 17,625, Sunday—19,462.

COMPLETE DOMINATION
137,255 City and Tr.Z.
Population



TENNESSEE — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Trousdale	5.9	.0040	1.5	1,811	.0014	587	268	*	35		3,731	.0020	632	2,487	E	69.9	.0022	55
Unicoi	14.7	.0101	3.3	4,585	.0035	878	129	*	237		9,325	.0049	634	2,826	F	24.5	.0055	54
Union	8.8	.0060	1.9	1,273	.0009	472	102		*		2,488	.0013	283	1,309	F	74.9	.0021	35
Van Buren	3.8	.0026	.9	342	.0003	33		*	*		932	.0005	245	1,036	G	60.8	.0009	35
Warren	19.1	.0130	5.0	7,554	.0058	1,757	423	123	318		13,056	.0069	684	2,611	E	52.8	.0078	60
Washington	55.1	.0376	13.5	43,610	.0335	8,585	8,082	944	1,982		52,014	.0276	944	3,853	C	22.5	.0314	84
Johnson City	31.9	.0218	8.3	39,079	.0300	7,300	*	*	*	H	37,451	.0199	1,174	4,512			.0233	107
Wayne	12.9	.0088	3.1	2,561	.0019	553	179	45	*		4,663	.0024	361	1,504	F	64.1	.0035	40

*Withheld to avoid disclosure.

© SM, 1949.

Before using these figures, see explanation page 19.

A RICH, SECLUDED MARKET IN UPPER EAST TENNESSEE

1000 WATTS
LOW-COST COVERAGE

For low-cost Radio coverage of the Johnson City market be sure to include WETB in your plans. Buying power in Johnson City alone was $37,451,000 last year, yet retail sales soared to $39,079,000—a good indication of the concentrated wealth in this rich, secluded market. Johnson City is located far enough away from any large city to be uninfluenced by outside media . . . For complete and blanket domination, use both the Press-Chronicle and WETB.



The curtain rises . . . . *on an alert* NEW *buying community*

OAK RIDGE, TENN.

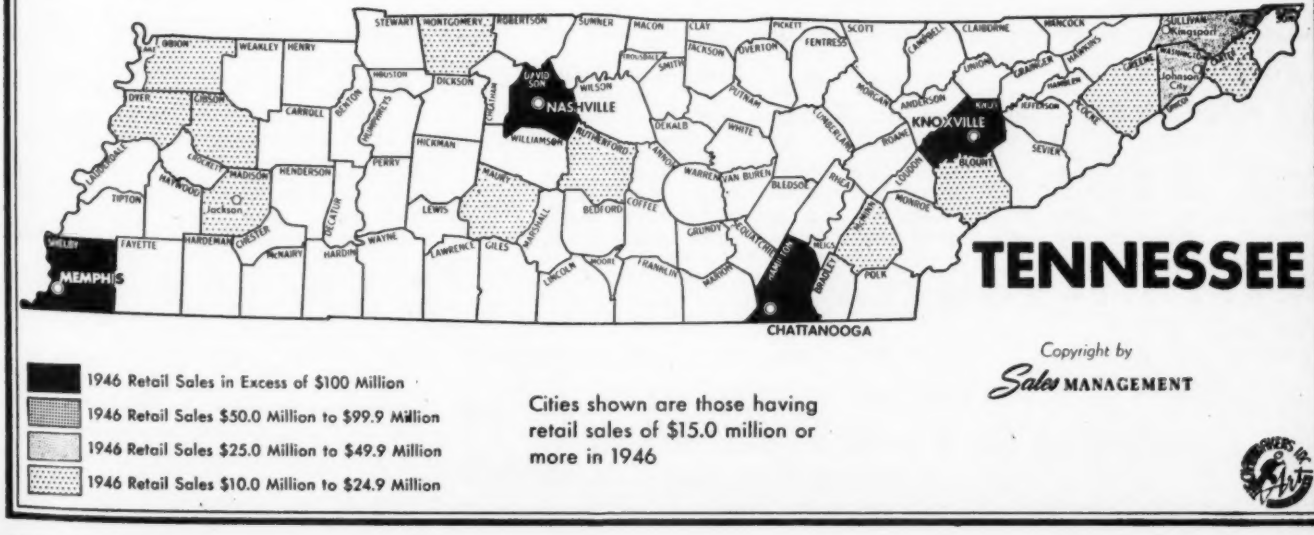
NOW, the facts on this fabulous atomic city can be told. Permanent population — 36,100; '48 retail sales — $18,852,000; food sales — $10,086,000; EBI per family — $4,318; school children — 7,022; cosmopolitan type residents from all over USA with youngest average age of any city; $90,000,000 permanent construction being added in 1949. Write Mid-South Dailies for complete data on this rich, profitable market . . . yours for only 8c per line.

A BRAND NEW DAILY NEWSPAPER

The Oak Ridger

CIRCULATION — 9,000 PAID OUT OF 9,600 HOMES

Mr. Wm. Frietsch, Jr., Director of Research and Media, THE RALPH H. JONES COMPANY, says about the Survey of Buying Power: "*. . . you are moving in the right direction and, as has been true in the past, continually improving the excellent service which SALES MANAGEMENT performs for so many of us through the compilation of this annual buying power data.***"**



28% OF TENNESSEE'S BUYING POWER

is in the Nashville market area!

Sales tax collections by the Tennessee Department of Finance and Taxation reveal that 28% of the total for the year from July 1, 1947 thru June 30, 1948 came from those 36 middle Tennessee counties which comprise the Nashville market area!

Reach this prosperous market through two great newspapers.

Nashville Banner *Evening*

The Nashville Tennessean *Morning · Sunday*

Newspaper Printing Corporation, Agent
represented by the Branham Company

NASHVILLE

The "MONEY TOWN" of the South

TENNESSEE — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Weakley	26.1	.0179	7.6	10,849	.0084	3,546	986	346	104	.....	18,963	.0101	727	2,495	C	62.8	.0112	63
White	15.5	.0105	3.8	3,916	.0030	797	294	145	31	.....	7,771	.0041	501	2,045	E	52.7	.0051	49
Williamson	24.5	.0168	6.3	8,762	.0067	2,489	653	245	124	.....	15,855	.0084	647	2,517	B	55.7	.0096	57
Wilson	25.5	.0174	7.2	9,186	.0070	2,407	679	268	315	.....	15,543	.0082	610	2,159	C	50.8	.0097	56
Total Above Cities	1,072.3	.7320	312.3	1,427,527	1.0934	275,477	259,723	41,375	56,618	.....	1,492,523	.7901	1,392	4,779	.....	.....	.8695	119
State Total	3,166.1	2.1612	830.8	2,011,761	1.5403	439,065	329,350	59,245	115,143	.....	2,881,691	1.5255	910	3,469	.....	33.1	1.6573	77

TENNESSEE — Metropolitan County Areas

Chattanooga 23	231.9	.1583	62.8	214,858	.1645	52,963	26,724	6,082	25,319	.....	287,618	.1522	1,240	4,580	.....	.....	.1572	99
Knoxville 62	225.5	.1539	58.7	217,622	.1666	49,450	34,271	6,417	17,737	.....	302,396	.1600	1,341	5,152	.....	.....	.1608	104
Memphis 72	420.4	.2870	127.1	498,972	.3822	86,155	138,835	16,418	24,512	.....	603,846	.3197	1,436	4,751	.....	.....	.3319	116
Nashville 79	293.5	.2004	83.3	313,470	.2401	67,620	44,139	10,688	22,210	.....	400,606	.2121	1,365	4,809	.....	.....	.2182	109

TENNESSEE — Multiple Cities

Bristol (Tenn.) — Bristol (Va.)	34.0	.0233	9.1	40,281	.0309	6,641	*	1,142	2,930	.....	39,635	.0210	1,166	4,355	.....	.....	.0245	105

© SM, 1949.

*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

An Index to all Sections and States is on page 5.

MEMPHIS- a major market



in population

The Memphis trade area embraces 71,236 square miles, covering 127 counties with a population of more than 4,000,000 people—the largest trade center in the entire Southland.

industry

In 1947, Memphis had over 700 manufacturing plants with 51 new manufacturers locating here in 1948. They manufacture more than 200 different products with an industrial employment of over 40,000 workers.

sales

The men and women in the Memphis trade area have a spendable income of more than $2,400,000,000 annually. Due to its strategic position, Memphis is the hub of a major market, the great Mid-South.

The entire WMC schedule is now broadcast simultaneously over WMCF. WMCF is one of America's most powerful FM stations, transmitting with an effective radiated power of 260,000 watts from its new 750 ft. tower.

With new equipment throughout, WMC, WMCF, and WMCT now offer the most modern, most efficient, and only complete broadcasting service in the Mid-South.

Memphis and the Mid-South is a major market—a $2,400,000,000 market! You can't afford to overlook it in your sales planning. WMC, owned and operated by the Commercial Appeal, the South's greatest newspaper, gives you productive coverage of both urban and rural areas. We suggest that you write us direct, or consult the nearest Branham man, for availabilities.

WMC

WMCF
WMCT

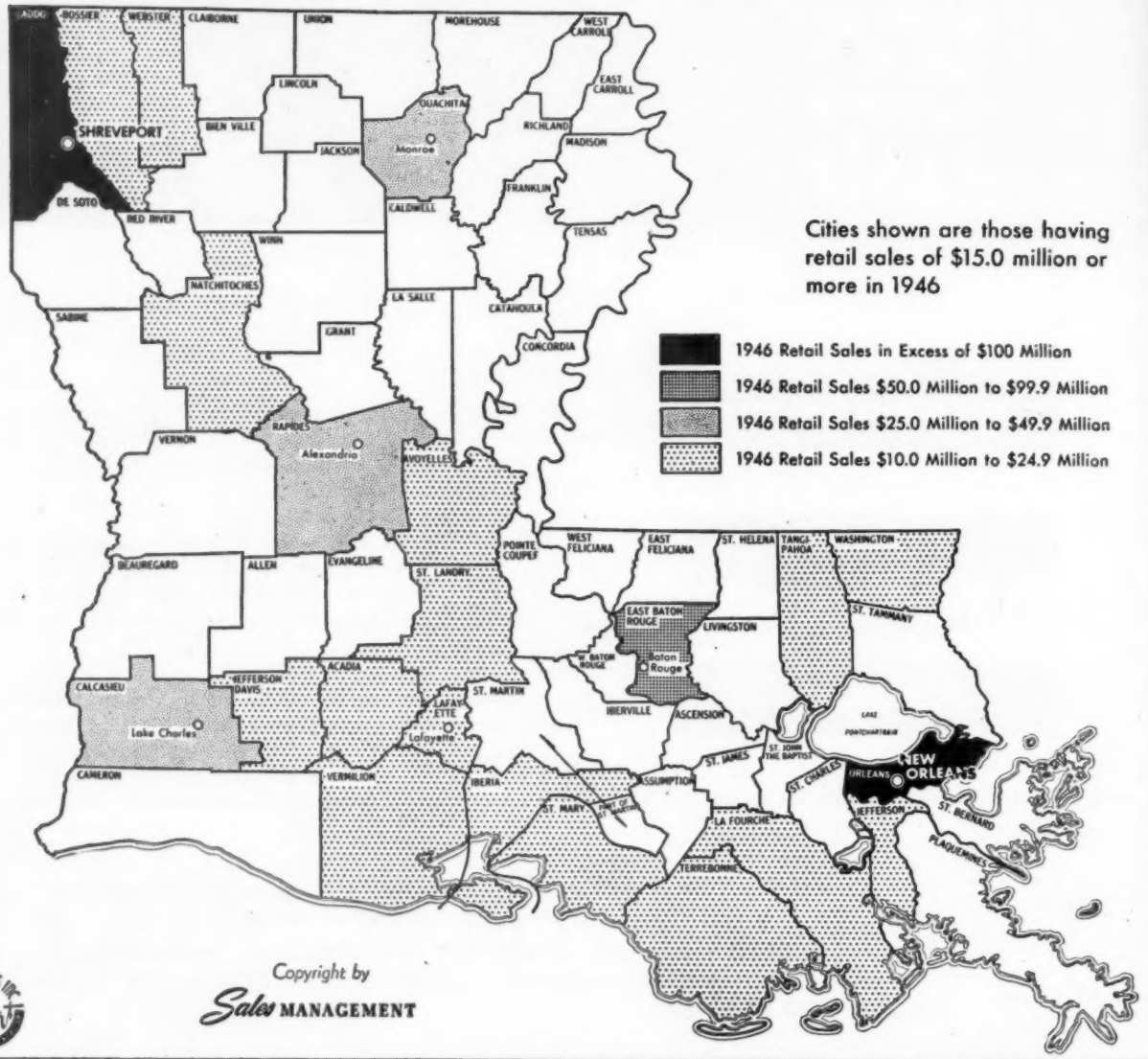
NBC · 5000 Watts · 790

50 KW Simultaneously Duplicating AM Schedule

First TV Station in Memphis and the Mid-South

National Representatives, The Branham Company • Owned and Operated by The Commercial Appeal

LOUISIANA



West South Central States

LOUISIANA

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City	County	City	County	City	County
Alexandria	Rapides	Lafayette	Lafayette	New Orleans	Orleans
Baton Rouge	E. Baton Rouge	Lake Charles	Calcasieu	Opelousas	St. Landry
Bogalusa	Washington	Monroe	Ouachita	Shreveport	Caddo
Houma	Terrebonne	New Iberia	Iberia		

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S.A. Potential	Quality of Market Index
Acadia	44.4	.0303	10.9	22,365	.0171	2,950	2,706	535	959		35,354	.0187	796	3,243	B	49.2	.0205	68
Allen	17.6	.0120	4.7	5,909	.0045	1,352	238	174	198		9,745	.0052	554	2,073	E	30.2	.0064	53
Ascension	20.3	.0138	5.3	8,901	.0068	1,541	526	198	446		12,465	.0066	614	2,352	E	54.1	.0081	59
Assumption	18.4	.0126	4.8	7,315	.0056	1,250	526	151	34		9,972	.0053	542	2,168	D	59.0	.0069	55

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Before using these figures, see explanation page 19.

New Orleans Surges Above National Average

'48 *Smashes* '47 Highs! *

	1947 over 1939	1948 over 1947
POPULATION	up 25%	2.1%
BANK DEBITS	up 164%	12.7%
BUILDING PERMITS	up 99%	136.3%
RETAIL SALES	up 248%	6.3%
WHOLESALE SALES	up 191%	9.4%
POSTAL RECEIPTS	up 81%	9.4%
WATER CONSUMPTION	up 42%	8.7%
ELECTRIC CONSUMPTION	up 95%	12.6%
GAS CONSUMPTION	up 72%	5.0%
NEW TELEPHONES	up 93%	9.9%

*N. O. Assn. of Commerce Research Division

The South's Greatest Market



Business looks to the South, and steady, year-after-year gains like these make New Orleans the South's Greatest Market.
Steady, year-after-year growth makes The Times-Picayune and New Orleans States the most dominant selling force in this great market . . . These two papers together reach 181,282 New Orleans readers in a city of 181,100 homes.
Get the facts today!

New Orleans **TIMES-PICAYUNE and STATES**
★MORNING ★SUNDAY ★EVENING

OWNING AND OPERATING RADIO STATIONS WTPS AND WTPS FM — REPRESENTATIVES: JANN & KELLEY, INC.

Expansion of City Limits January 1 Places

BATON ROUGE IN 100,000 POPULATION GROUP

Population of City Zone Grows 85% in 8 Years
(1940 Census 64,083; 1948 estimate 118,500)

Although metropolitan Baton Rouge has had a population of over 100,000 for several years, the fact has not been indicated in U. S. Census and other reports because the old corporate city included only 4½ square miles of the oldest section. Now this center of chemical production, oil refining, alumina processing and synthetic rubber manufacture has consolidated enormous population gains by expanding corporate limits over an area of 30.1 square miles, including numerous thickly settled suburbs. The new city area corresponds to the former A.B.C. city zone.

6 INDICES OF GROWTH

	1940	1949	GAIN
1. Newspaper Circulation	20,518	45,059	119%
2. Telephone	16,296	37,027	127%
3. Water Connections	17,132	31,300	83%
4. Gas Connections	12,542	24,535	95%
5. Employment	30,412	52,567	73%
6. Bank Deposits	$28 Million	$121 Million	332%

• **Sales Management in this year's survey estimates the population of the new city at 118,500. This estimate is borne out by actual canvass conducted by the Baton Rouge Directory Co. in late 1948.**

THE STATE-TIMES & MORNING ADVOCATE
PAID CIRCULATION MAR. 1, 1949 — COMBINED DAILY 45,059 — COMBINED SUNDAY/EVE. 56,596
Represented by — THE JOHN BUDD CO.

• *Write for free booklet—"Baton Rouge Market Data—1948"*

LOUISIANA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Avoyelles	37.6	.0257	9.4	13,120	.0100	2,412	739	476	357		18,584	.0098	494	1,977	C	63.6	.0130	51
Beauregard	15.9	.0103	4.2	6,343	.0049	1,381	601	117	400		10,878	.0058	684	2,590	F	36.7	.0065	60
Bienville	21.6	.0148	5.3	8,034	.0062	1,686	326	267	89		13,145	.0069	609	2,480	F	62.2	.0083	56
Bossier	32.6	.0222	9.5	13,299	.0102	2,979	263	349	159		18,130	.0096	556	1,908	D	44.1	.0123	55
Caddo 112	168.0	.1147	49.2	186,176	.1426	34,107	21,729	8,199	13,961		240,680	.1274	1,433	4,892	B	15.2	.1293	113
▲Shreveport	128.6	.0877	37.9	167,372	.1282	27,906	21,276	7,358	13,552	D	216,033	.1144	1,680	5,700	.....	.....	.1131	129
Calcasieu	81.8	.0558	22.4	68,332	.0523	13,297	6,803	1,456	4,274		100,696	.0533	1,231	4,495	D	12.2	.0535	96
Lake Charles	34.7	.0237	9.9	41,614	.0319	6,842	7,945	1,108	4,061	F	56,006	.0296	1,614	5,657	.....	.....	.0291	123
Caldwell	11.4	.0078	2.9	4,100	.0031	377	350	174	*		6,127	.0033	537	2,113	F	46.1	.0041	53
Cameron	6.1	.0042	1.5	1,525	.0012	377	51	46	*		2,720	.0014	446	1,813	F	48.4	.0019	45
Catahoula	13.7	.0093	3.5	3,471	.0027	654	350	117	*		6,221	.0033	454	1,777	E	71.7	.0043	46
Claiborne	27.2	.0186	6.8	11,041	.0085	2,514	1,215	500	172		17,903	.0095	658	2,633	E	63.0	.0110	59
Concordia	14.5	.0099	4.5	5,519	.0042	1,482	576	151	*		7,933	.0042	547	1,763	E	57.8	.0053	54
De Soto	28.1	.0192	7.7	10,935	.0084	2,543	1,866	349	259		17,223	.0091	613	2,237	E	67.5	.0109	57
E. Baton Rouge 144	123.4	.0842	35.1	141,258	.1082	25,388	19,334	5,257	10,526		172,637	.0914	1,399	4,918	E	8.5	.0950	113
◆Baton Rouge	118.5	.0809	34.1	139,411	.1068	24,101	19,284	5,016	10,417	F	166,611	.0882	1,406	4,886	.....	.....	.0923	114
East Carroll	17.3	.0118	5.3	6,434	.0049	1,308	414	290	100		10,652	.0056	616	2,010	C	70.4	.0066	56
East Feliciana	19.0	.0130	4.9	3,277	.0025	828	163	117	*		5,440	.0029	286	1,110	E	70.5	.0048	37
Evangeline	31.8	.0217	8.4	7,989	.0061	1,308	576	69	132		10,425	.0055	328	1,241	B	69.2	.0089	41
Franklin	31.0	.0211	8.1	9,619	.0074	2,195	976	326	*		15,638	.0083	504	1,931	B	77.5	.0106	50
Grant	16.8	.0115	4.4	5,072	.0039	1,279	213	116	*		8,386	.0044	499	1,906	F	42.3	.0057	50
Iberia	41.5	.0283	10.5	22,336	.0171	3,547	1,628	558	754		30,821	.0164	743	2,935	C	33.2	.0190	67
New Iberia	18.5	.0126	5.1	15,055	.0116	2,137	1,490	430	691		17,808	.0095	963	3,492	.....	.....	.0108	86
Iberville	27.4	.0187	8.0	11,219	.0086	2,879	1,001	267	559		17,904	.0094	653	2,238	D	43.3	.0110	59
Jackson	16.0	.0110	4.2	9,096	.0070	1,221	414	198	*		13,824	.0073	864	3,291	F	35.5	.0080	73
Jefferson 81	68.5	.0467	18.3	30,726	.0235	9,196	288	523	324		32,886	.0175	480	1,797	E	6.3	.0251	54
Jefferson Davis	24.9	.0170	6.6	16,033	.0123	2,878	914	372	523		18,810	.0099	755	2,850	B	42.1	.0121	71
Lafayette	50.0	.0342	12.2	29,080	.0223	3,080	5,895	433	2,184		41,950	.0222	839	3,439	B	40.1	.0246	72
Lafayette	28.5	.0195	7.6	24,166	.0185	2,311	5,442	338	*	G	28,329	.0150	994	3,728	.....	.....	.0170	87
Lafourche	38.9	.0265	9.1	22,635	.0173	3,136	1,792	476	1,069		30,822	.0163	792	3,387	C	39.8	.0186	70
La Salle	13.0	.0089	3.4	6,253	.0048	1,061	1,051	244	*		9,519	.0051	732	2,800	G	26.7	.0058	65
Lincoln	22.6	.0154	5.6	11,041	.0085	2,137	1,215	454	39		15,411	.0081	682	2,657	E	48.8	.0097	63
Livingston	17.0	.0116	4.2	4,818	.0037	1,526	*	92	*		6,119	.0033	360	1,457	E	59.9	.0051	44
Madison	17.1	.0117	5.1	8,228	.0063	2,485	814	291	*		11,332	.0060	663	2,222	D	55.5	.0072	62
Morehouse	27.2	.0186	7.7	11,384	.0087	2,223	1,215	326	*		17,678	.0093	650	2,296	D	54.7	.0110	59
Natchitoches	39.3	.0268	10.2	13,539	.0104	3,110	1,327	372	569		18,357	.0097	467	1,800	C	58.7	.0133	50

◆ See end of state "New Metropolitan County Areas." ▲ See end of state "Metropolitan County Areas." Before using these figures, see explanation page 19.
*Withheld to avoid disclosure.

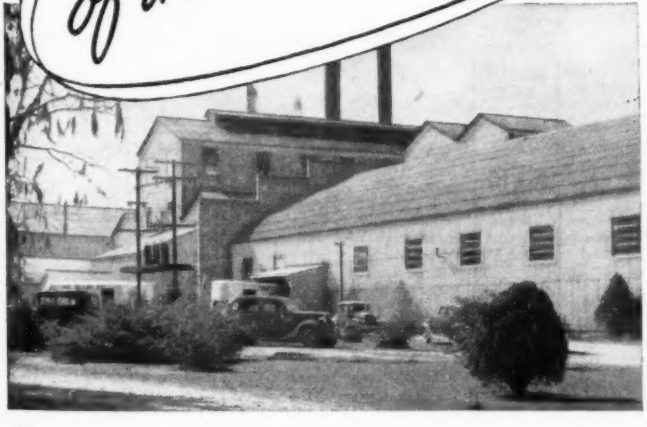
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The section on Canada starts on page 590.

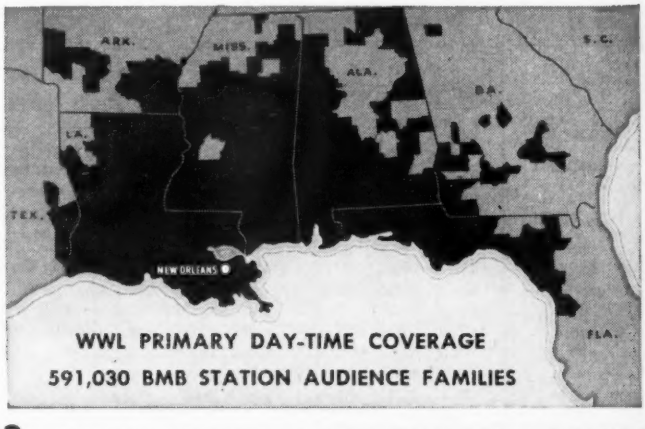


3 Beauties of the Deep South

1. HOUMAS HOUSE, Burnside, Louisiana —a manor house in the grand tradition. Once occupied by the wealthiest planter in America, it is rich in romantic history.



2. J. ARON SUGAR REFINERY, White Castle, La. In 1948, nearly 5½ million tons of sugar cane were produced in Louisiana, which also leads the nation in cane sugar refining. Another reason why WWL-land exceeds national average in increased income, buying power, general prosperity.



WWL PRIMARY DAY-TIME COVERAGE
591,030 BMB STATION AUDIENCE FAMILIES

3. WWL'S COVERAGE OF THE DEEP SOUTH 50,000 watts—high-power, affording advertisers low-cost dominance of this new-rich market.

Note: Coverage mapped by Broadcast Measurement Bureau. Some scattered counties, covered by WWL, are not shown.

The greatest selling power in the South's greatest city

50,000 WATTS CLEAR CHANNEL CBS AFFILIATE

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

Represented nationally by The Katz Agency, Inc.

ITEM advertising UP 80%

The ITEM'S total advertising in 1948 climbed to 13,376,627 lines, an increase over 1940 of 5,907,306 lines!

The ITEM'S outstanding gain of 80% in total advertising was also accompanied by impressive increases in every other major classification.

	1940	1948	GAIN
RETAIL	4,794,802	8,381,892	75%
GENERAL	890,464	1,680,335	89%
AUTOMOTIVE	344,549	606,617	76%
FINANCIAL	85,355	270,515	217%
CLASSIFIED	1,277,140	2,437,268	91%
TOTAL	7,469,321	13,376,627	80%

CIRCULATION: 92% concentrated in the New Orleans area, and rapidly growing!

NEW ORLEANS...ITEM

Largest Afternoon Newspaper in the South's Largest City

RALPH NICHOLSON, Owner & Publisher

SAWYER-FERGUSON-WALKER CO., NATIONAL REPRESENTATIVES

LOUISIANA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Orleans.....81	573.8	.3918	167.5	584,742	.4479	114,529	98,489	24,994	47,355	.....	792,418	.4195	1,381	4,731	F	.7	.4224	108
▲New Orleans...	573.8	.3918	167.5	584,742	.4479	114,529	98,489	24,994	47,355	B	792,418	.4195	1,381	4,731	.....	.....	.4225	108
Ouachita.....	75.0	.0512	21.2	74,324	.0569	12,991	9,563	2,132	5,749	.....	84,450	.0447	1,126	3,983	D	15.6	.0497	97
●Monroe.....	43.5	.0297	13.1	65,034	.0498	8,176	8,987	1,864	4,933	F	56,506	.0299	1,299	4,313	.....	.....	.0358	121
Plaquemines.....	11.9	.0081	3.0	2,872	.0022	1,482	*	*	*	.....	4,079	.0022	343	1,360	F	29.2	.0034	42
Pointe Coupee.....	22.2	.0151	3.8	8,228	.0063	1,599	489	128	76	.....	11,106	.0059	500	2,923	C	69.9	.0079	52
Rapides.....	98.4	.0672	26.4	61,670	.0472	11,657	11,427	1,989	3,796	.....	82,164	.0435	835	3,112	C	26.6	.0494	74
Alexandria.....	46.2	.0315	13.3	44,588	.0341	6,980	11,092	1,649	3,698	G	54,655	.0289	1,183	4,109	.....	.....	.0310	98
Red River.....	14.4	.0098	3.8	4,159	.0032	770	288	*	*	.....	6,573	.0035	456	1,730	E	76.8	.0047	48
Richland.....	27.5	.0188	7.3	9,200	.0070	2,137	601	290	*	.....	14,051	.0074	511	1,925	C	76.0	.0096	51
Sabine.....	22.6	.0154	5.5	7,839	.0060	1,322	764	290	*	.....	12,919	.0068	572	2,349	F	52.5	.0083	54
St. Bernard.....81	8.1	.0056	2.1	2,125	.0016	916	*	*	*	.....	2,946	.0016	364	1,403	F	32.6	.0024	43
St. Charles.....	13.0	.0088	3.3	4,727	.0036	1,570	*	151	189	.....	6,345	.0034	488	1,923	F	25.9	.0045	51
St. Helena.....	8.7	.0060	2.1	1,002	.0008	160	*	*	*	.....	2,266	.0012	260	1,079	E	83.7	.0020	33
St. James.....	15.7	.0107	4.0	5,102	.0039	1,598	212	129	89	.....	8,386	.0044	534	2,097	E	52.2	.0055	51
St. John the Baptist.	14.3	.0098	3.6	5,221	.0040	1,395	*	92	57	.....	7,025	.0037	491	1,951	E	38.1	.0050	51
St. Landry.....	74.7	.0509	17.0	31,406	.0241	3,954	1,703	721	863	.....	34,901	.0185	467	2,053	B	63.1	.0267	52
Opelousas.....	15.1	.0103	3.9	15,765	.0120	2,252	1,140	372	579	H	11,558	.0061	765	2,964	.....	.....	.0087	84
St. Martin.....	25.4	.0174	5.6	8,154	.0062	1,744	676	152	172	.....	11,106	.0059	437	1,983	D	61.4	.0083	48
St. Mary.....	35.1	.0239	9.1	15,243	.0117	4,490	1,867	290	327	.....	19,943	.0105	568	2,192	C	33.8	.0135	56
St. Tammany.....	24.9	.0170	6.8	11,219	.0086	3,227	350	372	503	.....	14,958	.0079	601	2,200	E	20.7	.0099	58
Tangipahoa.....	45.5	.0311	12.2	23,652	.0181	4,433	2,780	802	493	.....	34,221	.0182	752	2,805	B	50.9	.0208	67
Tensas.....	14.3	.0098	4.5	4,413	.0034	1,192	313	244	*	.....	7,253	.0038	507	1,612	D	72.4	.0049	50

*Withheld to avoid disclosure.
▲ See end of state "Metropolitan County Areas."
● See end of state "Multiple Cities."

Before using these figures, see explanation page 19.

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RETAIL SALES UP 40 MILLION IN THE KMLB MONROE AREA

1948 Gain of 17% Outstrips the National Average

A significant jump in retail sales marks the KMLB (Monroe, La.) Listening Area as a market worth increased sales and advertising cultivation in 1949.

Total retail sales in the KMLB Area showed a gain of more than 40 million dollars for 1948 over 1947—a *17% increase* that is well above the average national gain of 11%. KMLB takes your message to 97,410 radio homes (BMB) in a 20-county area where 130,800 families had a total Effective Buying Income of $359,000,000 in 1948 and spent $273,536,000 on retail sales.

(Market data from SM Survey of Buying Power, 1949)

KMLB Means Lots of Buying

Radio Station KMLB (ABC), MONROE, LOUISIANA

LOUISIANA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Terrabonne	41.0	.0279	10.1	24,250	.0186	4,575	2,543	721	930		28,329	.0150	691	2,805	E	31.9	.0187	67
Houma	12.0	.0082	3.1	17,824	.0137	2,310	1,915	*	930		12,012	.0063	1,001	3,875			.0089	109
Union	19.8	.0136	5.0	5,909	.0045	1,061	213	197	26		9,291	.0049	469	1,858	E	67.6	.0065	48
Vermilion	42.8	.0292	10.4	14,751	.0113	2,543	1,940	431	513		21,531	.0114	503	2,070	B	56.1	.0149	51
Vernon	27.6	.0188	7.3	6,880	.0053	1,918	464	*	*		10,652	.0057	386	1,459	F	44.5	.0082	44

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*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

FIRST IN LOUISIANA

Alexandria 70% GAIN In Corporate City Population—largest of any La. City ** 1947 vs 1940

** Sales Management Estimate

Town Talk* 78% GAIN In ABC Total Circulation—largest of any La. newspaper 1947 vs 1940

*The John Budd Company, National Representatives

LOUISIANA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Washington	38.4	.0262	10.2	18,595	.0142	3,881	2,780	650	1,022		24,475	.0129	637	2,400	D	39.1	.0160	61
Bogalusa	16.6	.0113	4.9	13,537	.0104	2,951	2,029	454	*	H	18,584	.0099	1,120	3,793			.0103	91
Webster	37.1	.0254	9.9	16,980	.0130	3,197	1,516	604	361		21,756	.0115	586	2,198	F	38.3	.0147	58
West Baton Rouge	11.4	.0077	3.4	4,400	.0034	1,541	*	*	*		4,533	.0024	398	1,333	E	58.8	.0038	49
West Carroll	18.1	.0124	4.4	7,542	.0058	1,381	676	243	*		7,479	.0040	413	1,700	D	75.3	.0062	50
West Feliciana	11.2	.0076	3.0	2,095	.0016	803	*	*	*		3,625	.0019	324	1,208	E	65.1	.0030	39
Winn	15.5	.0106	4.0	6,433	.0049	1,715	789	244	*		8,386	.0044	541	2,097	F	42.2	.0058	55
Total Above Cities	1,036.0	.7072	300.4	1,129,108	.8649	200,495	179,089	43,583	86,216		1,430,520	.7573	1,381	4,759			.7794	110
State Total	2,590.3	1.7682	700.4	1,719,557	1.3171	335,468	223,191	60,703	101,468		2,313,555	1.2247	893	3,303		32.2	1.3611	77

LOUISIANA — Metropolitan County Areas

New Orleans....81	650.4	.4441	187.9	617,595	.4730	124,641	98,777	25,717	47,679		828,250	.4386	1,273	4,408			.4499	101
Shreveport.....112	168.0	.1147	49.2	186,176	.1426	34,107	21,729	8,199	13,961		240,680	.1274	1,433	4,892			.1293	113

LOUISIANA — New Metropolitan County Area

Baton Rouge....144	123.4	.0342	35.1	141,258	.1032	25,388	19,334	5,257	10,526		172,637	.0914	1,393	4,918			.0950	113

LOUISIANA — Multiple Cities

Monroe—West Monroe....	57.7	.0394	17.4	73,604	.0564	11,217	9,332	2,060	5,650		70,769	.0375	1,226	4,067			.0436	111

OKLAHOMA — Counties and Cities

City	County	City	County	City	County
Ada	Pontotoc	Guthrie	Logan	Ponca City	Kay
Ardmore	Carter	Lawton	Comanche	Sapulpa	Creek
Bartlesville	Washington	McAlester	Pittsburg	Seminole	Seminole
Chickasha	Grady	Miami	Ottawa	Shawnee	Pottawatomie
Duncan	Stephens	Muskogee	Muskogee	Stillwater	Payne
Durant	Bryan	Norman	Cleveland	Tulsa	Tulsa
El Reno	Canadian	Oklahoma City	Oklahoma		
Enid	Garfield	Okmulgee	Okmulgee		

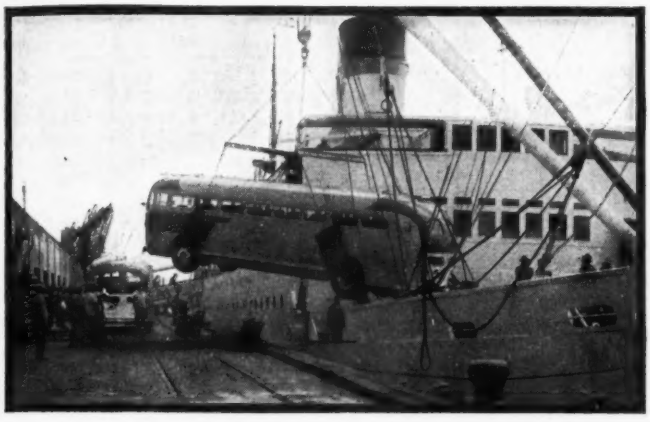
Adair	15.0	.0102	3.7	3,286	.0025	815	373	175	40		3,937	.0021	262	1,064	E	62.4	.0038	37
Alfalfa	12.2	.0083	3.7	7,923	.0061	1,740	801	410	40		12,848	.0068	1,053	3,472	B	50.9	.0069	83
Atoka	17.0	.0116	4.3	5,187	.0040	1,647	631	117	*		5,254	.0028	309	1,222	E	64.1	.0049	42
Beaver	8.0	.0055	2.3	3,073	.0023	941	87	*	*		8,985	.0047	1,123	3,907	B	68.4	.0041	75
Beckham	20.4	.0139	5.8	15,933	.0122	3,788	2,465	433	612		16,644	.0088	816	2,870	B	44.6	.0108	78
Blaine	15.9	.0109	4.5	11,315	.0087	2,601	932	445	185		12,110	.0064	762	2,691	B	51.7	.0080	73
Bryan	37.0	.0252	9.7	18,852	.0143	4,851	2,694	526	546		18,755	.0100	507	1,934	D	52.0	.0143	57
Durant	13.6	.0092	4.1	15,257	.0117	3,296	2,408	445	*	H	9,866	.0052	725	2,406			.0080	87
Caddo	38.3	.0262	10.3	22,150	.0169	5,821	1,648	715	568		31,087	.0164	812	3,018	B	58.3	.0185	71
Canadian	24.9	.0170	7.1	19,397	.0149	4,481	1,704	620	670		22,534	.0120	905	3,174	B	39.6	.0139	82
El Reno	11.4	.0078	3.6	13,190	.0101	3,572	*	503	*	H	8,811	.0047	773	2,448			.0069	88
Carter	40.4	.0275	11.2	26,782	.0205	6,713	4,501	1,086	1,429		29,815	.0157	738	2,662	D	27.7	.0195	71
Ardmore	20.2	.0138	6.2	20,756	.0159	4,663	4,186	863	1,050	H	21,755	.0115	1 077	3,509			.0133	96
Cherokee	21.7	.0148	5.3	5,951	.0046	1,355	330	223	14		6,166	.0033	284	1,163	F	61.9	.0060	41
Choctaw	25.9	.0177	6.9	9,238	.0070	2,341	1,147	268	208		10,912	.0058	421	1,581	E	59.1	.0085	48
Cimarron	3.5	.0024	1.1	2,630	.0020	632	*	71	*		2,862	.0015	818	2,602	B	55.8	.0018	75
Cleveland	28.7	.0196	8.2	17,727	.0136	4,619	1,704	902	371		17,110	.0091	598	2,087	E	32.6	.0126	64
Norman	22.1	.0151	7.0	15,140	.0116	3,757	1,547	819	*	H	11,276	.0060	510	1,611			.0095	63
Coal	12.0	.0082	3.1	4,494	.0035	1,140	*	93	73		4,630	.0024	388	1,494	E	66.8	.0039	48
Comanche	55.9	.0382	15.9	36,609	.0281	7,241	4,332	1,086	1,630		51,515	.0273	922	3,240	C	19.0	.0297	78
Lawton	35.3	.0241	10.7	31,081	.0238	5,660	4,258	943	1,630	H	38,184	.0202	1,082	3,569			.0221	92
Cotton	10.4	.0071	2.9	8,206	.0062	1,324	2,351	153	124		8,847	.0047	851	3,051	C	58.3	.0056	79
Craig	19.8	.0135	5.7	11,777	.0091	1,972	1,146	199	*		11,050	.0058	558	1,939	D	44.7	.0083	61
Creek	43.3	.0295	12.4	28,707	.0220	7,886	2,946	987	989		34,034	.0180	786	2,745	D	27.5	.0215	73
Sapulpa	18.2	.0124	5.7	11,081	.0085	2,010	1,540	395	537	H	17,963	.0095	987	3,151			.0098	79
Custer	21.5	.0147	6.1	17,514	.0134	3,850	1,806	550	666		20,225	.0107	941	3,318	B	40.7	.0123	84

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*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

1948 - A YEAR OF GREAT EVENTS ADDS UP TO AN EVEN GREATER NEW ORLEANS



PORT OF NEW ORLEANS RANKS SECOND IN UNITED STATES

Since 1940, when shipping totaled $278 million, the Port of New Orleans has picked up a *billion* dollars in annual volume. New Orleans, recently made permanent Port of Embarkation, is rated Army's No. 1 port—handles 40% of all Army cargo. Army's selection of New Orleans results directly from wartime record of "lowest rate cost per ton loading cargo, best turn-around time." Other factors were availability of supplies—efficiency in reaching world ports.



RECREATION DEPARTMENT WINS NATION-WIDE ACCLAIM

In less than two years, New Orleans Department of Recreation more than tripled number of playgrounds—organized 465 basketball teams, 120 baseball teams. With practically every form of organized recreation, youth program is attracting nationwide acclaim.



INTERNATIONAL TRADE MART OPENS

International Trade Mart gives New Orleans another exclusive facility for foreign trade—market-place for merchandise of all nations. It is operated on non-profit basis.

NEW $2,000,000 SHIPSIDE WAREHOUSE IN NEW ORLEANS

This addition to extensive port facilities emphasizes excellent relations between Dock Board and private enterprise. New Orleans offers a unique combination of steamship, barge, truck, rail and air facilities for money-saving transportation. New Orleans is gateway to vast Mississippi Valley, where over 42% of nation's retail sales are made—where more than 50 million prospering individual buyers give you a $52,134,000,000 market. New Orleans' Latin tradition attracts trade with Central and South America—150,000,000 customers, able to buy as never before.

U. S. ENGINEERS APPROVE TIDEWATER CHANNEL TO GULF

Proposed Tidewater Channel from New Orleans will shorten route to Gulf up to 50 miles for ocean-going vessels. Another forward step for the nation's most efficient port.

INTERNATIONAL HOUSE SERVICES IN BIG DEMAND

Consumption of many import-export transactions was reported by International House during the year. International House is a non-profit organization, operated solely to improve international trade.

WORLD'S LARGEST PRODUCER OF PLUMBING AND HEATING FIXTURES BUYS HUGE PLANT IN NEW ORLEANS



Recently announced was purchase of the war-time Consolidated-Vultee plant by American Radiator & Standard Sanitary Corporation. Site consists of 46 acres with about 900,000 square feet under roof. Another recognition of New Orleans' many-sided industrial advantages.

New Orleans invites you to share these great advantages. Write for specific facts relative to your business. Address Greater New Orleans, Inc., New Orleans, La.

GREATER NEW ORLEANS

Gives Your Plant The Three Essentials For Profit

MARKETS TRANSPORT RESOURCES

OKLAHOMA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Delaware	17.2	.0117	4.5	3,641	.0028	722	*	94	87		5,073	.0027	295	1,127	E	61.1	.0045	38
Dewey	10.5	.0072	2.9	5,276	.0040	1,401	330	176	*		6,112	.0033	582	2,108	C	63.9	.0043	60
Ellis	6.6	.0045	1.9	5,310	.0041	1,001	187	152	106		5,721	.0030	867	3,011	B	61.1	.0036	80
Garfield	49.5	.0338	15.5	57,528	.0440	9,994	10,076	2,009	2,616		59,994	.0317	1,212	3,871	B	21.5	.0358	106
Enid	37.5	.0256	12.2	51,027	.0391	9,058	9,919	1,889	*	F	49,838	.0264	1,329	4,085			.0301	118
Garvin	28.8	.0197	7.5	14,085	.0108	3,880	1,547	526	254		16,550	.0088	575	2,207	B	55.8	.0116	59
Grady	40.0	.0273	11.2	24,732	.0190	5,145	4,247	814	1,237		29,920	.0158	748	2,671	B	47.8	.0191	70
Chickasha	20.2	.0138	6.3	18,772	.0143	3,695	4,017	586	*	H	18,725	.0099	927	2,972			.0120	87
Grant	11.5	.0078	3.5	7,852	.0060	2,095	128	293	324		14,637	.0078	1,273	4,182	B	62.2	.0073	94
Greer	13.5	.0092	3.9	8,578	.0066	2,248	902	246	142		10,583	.0056	784	2,714	C	51.7	.0066	72
Harmon	9.3	.0064	2.6	3,820	.0029	786	602	152	*		4,747	.0025	510	1,826	C	58.2	.0034	53
Harper	5.2	.0035	1.5	3,287	.0025	878	129	140	*		4,142	.0022	797	2,761	C	55.1	.0026	74
Haskell	16.9	.0116	4.1	5,096	.0039	970	516	152	*		5,287	.0028	313	1,290	E	69.0	.0049	42
Hughes	26.2	.0179	6.8	12,611	.0097	2,941	2,508	457	379		14,695	.0078	561	2,161	D	51.6	.0104	58
Jackson	21.0	.0143	5.9	13,624	.0104	3,264	1,205	445	455		15,522	.0082	739	2,631	B	42.0	.0101	71
Jefferson	12.8	.0087	3.5	6,483	.0050	1,740	559	200	189		7,575	.0040	592	2,164	C	55.9	.0052	60
Johnston	14.9	.0102	3.7	4,103	.0031	1,202	517	140	109		4,758	.0025	319	1,286	E	65.4	.0042	41
Kay	49.9	.0341	14.8	45,982	.0352	11,468	5,620	1,960	2,014		56,836	.0301	1,139	3,840	B	19.4	.0324	95
Ponca City	22.3	.0152	6.6	27,221	.0209	5,791	3,927	1,170	1,416	H	35,970	.0190	1,613	5,450			.0188	124
Kingfisher	14.4	.0098	4.0	11,102	.0085	2,402	544	340	131		11,940	.0063	829	2,985	B	56.3	.0077	79
Kiowa	21.3	.0145	6.1	14,210	.0109	3,572	1,678	526	401		15,024	.0080	705	2,463	B	46.9	.0102	70
Latimer	11.5	.0079	2.9	3,607	.0028	815	215	*	240		3,974	.0021	346	1,370	F	48.0	.0035	44
Le Flore	42.7	.0291	10.5	14,833	.0113	3,635	1,389	386	226		16,507	.0087	387	1,572	E	48.2	.0136	47
Lincoln	25.0	.0171	7.0	11,492	.0088	2,664	932	339	309		14,080	.0075	563	2,011	D	57.1	.0098	57
Logan	25.8	.0176	7.9	18,935	.0145	4,049	1,806	621	1,067		22,843	.0121	885	2,892	D	39.0	.0139	79
Guthrie	13.4	.0092	4.4	14,466	.0111	3,064	1,734	456	859	H	15,419	.0082	1,151	3,504			.0093	101
Love	10.7	.0073	2.7	3,161	.0024	1,202	373	117	*		4,163	.0022	389	1,542	E	68.2	.0033	45
McClain	16.4	.0112	4.0	6,501	.0050	1,816	215	317	134		7,892	.0042	481	1,973	C	62.6	.0058	52
McCurtain	42.1	.0287	10.5	10,941	.0084	2,604	1,547	316	255		12,703	.0067	302	1,210	E	53.5	.0116	40
McIntosh	21.9	.0150	5.2	6,394	.0049	1,679	846	269	131		7,809	.0041	357	1,502	D	68.9	.0065	43
Major	11.0	.0075	3.1	5,488	.0042	1,263	271	152	*		8,220	.0044	747	2,652	B	64.2	.0050	67
Marshall	12.2	.0083	3.0	4,903	.0038	1,494	602	176	*		4,811	.0025	394	1,604	F	59.0	.0041	49
Mayes	22.2	.0152	6.0	9,183	.0070	1,600	329	385	2,548		6,918	.0037	312	1,153	E	50.8	.0070	46
Murray	12.8	.0087	3.5	6,786	.0052	1,817	487	293	302		6,294	.0033	492	1,798	E	39.7	.0050	57
Muskogee	67.0	.0458	19.2	49,246	.0377	10,097	7,816	2,091	2,338		65,099	.0345	972	3,391	C	29.0	.0377	82
Muskogee	44.9	.0306	14.2	42,943	.0329	8,853	7,704	1,778	*	G	50,782	.0269	1,131	3,576			.0294	96
Noble	13.5	.0092	3.9	9,894	.0076	2,186	745	269	142		11,824	.0062	876	3,032	C	43.3	.0072	78
Nowata	15.8	.0108	4.8	8,064	.0061	2,757	373	199	331		8,381	.0045	530	1,822	D	39.9	.0062	57
Okfuskee	22.8	.0155	5.9	9,183	.0071	2,495	1,231	293	142		11,104	.0058	487	1,882	C	56.6	.0081	52
Oklahoma 84	325.5	.2222	102.5	347,000	.2658	57,504	51,837	15,304	23,615		460,411	.2438	1,414	4,492	C	3.9	.2461	111
▲Oklahoma City	236.5	.1615	74.5	333,814	.2556	53,868	48,086	14,997	*	C	374,380	.1982	1,583	5,025			.2081	129
Okmulgee	45.3	.0309	12.6	32,303	.0248	8,385	4,759	1,010	1,800		34,027	.0180	751	2,701	D	26.9	.0226	73
Okmulgee	21.5	.0146	6.5	21,094	.0162	4,225	3,785	579	1,042	H	18,972	.0100	882	2,919			.0128	88
Osage	35.2	.0241	9.8	25,402	.0194	7,361	2,881	796	788		31,895	.0169	906	3,255	B	30.6	.0191	79
Ottawa	35.9	.0245	10.9	22,238	.0171	8,268	2,909	773	594		21,847	.0115	609	2,004	E	17.5	.0158	64
Miami	14.8	.0101	4.9	12,853	.0098	2,464	2,322	480	506		9,569	.0051	647	1,953			.0075	74
Pawnee	14.5	.0099	4.2	8,168	.0062	2,371	688	292	291		8,158	.0044	563	1,942	D	43.6	.0060	61
Payne	37.0	.0252	11.0	26,892	.0206	7,515	3,755	959	1,103		33,613	.0178	908	3,056	D	25.7	.0201	80
Stillwater	15.6	.0107	5.1	17,453	.0134	3,665	1,476	504	600	H	15,685	.0083	1,005	3,075			.0103	96
Pittsburg	48.3	.0330	13.1	25,347	.0194	6,134	3,998	805	1,172		31,960	.0169	662	2,440	D	40.2	.0209	63
McAlester	21.9	.0149	6.6	18,276	.0140	3,515	3,519	574	*	H	21,186	.0112	967	3,210			.0128	86
Pontotoc	33.4	.0228	9.1	27,399	.0210	5,742	3,307	909	1,178		28,720	.0152	860	3,156	E	29.8	.0185	81
Ada	19.2	.0131	5.6	23,014	.0176	4,269	*	689	*	H	19,640	.0104	1,023	3,507			.0131	100
Pottawatomie	48.0	.0328	13.4	37,859	.0289	7,319	6,752	1,490	1,662		43,152	.0228	899	3,220	D	28.4	.0266	81
Shawnee	28.8	.0197	8.8	33,014	.0253	5,521	6,275	1,119	1,485	H	32,573	.0172	1,131	3,701			.0201	102
Pushmataha	18.0	.0122	4.4	5,666	.0044	1,263	272	223	*		5,695	.0030	316	1,294	F	54.8	.0053	43
Roger Mills	7.9	.0054	2.2	3,678	.0028	908	215	71	*		6,386	.0034	808	2,903	C	71.0	.0036	67
Rogers	20.8	.0141	5.7	9,841	.0075	2,664	1,763	340	269		10,172	.0054	494	1,785	D	47.8	.0078	55
Seminole	45.6	.0311	12.1	33,045	.0253	9,840	2,723	1,311	1,612		40,979	.0217	899	3,387	E	22.3	.0247	79
Seminole	16.1	.0110	4.7	19,793	.0152	4,019	1,547	713	1,084	H	16,391	.0087	1,018	3,487			.0111	101
Sequoyah	23.5	.0161	5.7	4,617	.0036	848	402	199	*		5,668	.0030	241	994	E	63.5	.0058	36
Stephens	32.7	.0223	8.9	19,646	.0150	4,804	2,694	666	692		18,891	.0100	578	2,123	C	37.6	.0140	63
Duncan	16.3	.0111	5.0	13,614	.0104	2,910	2,322	480	550	H	8,954	.0047	549	1,791			.0077	69

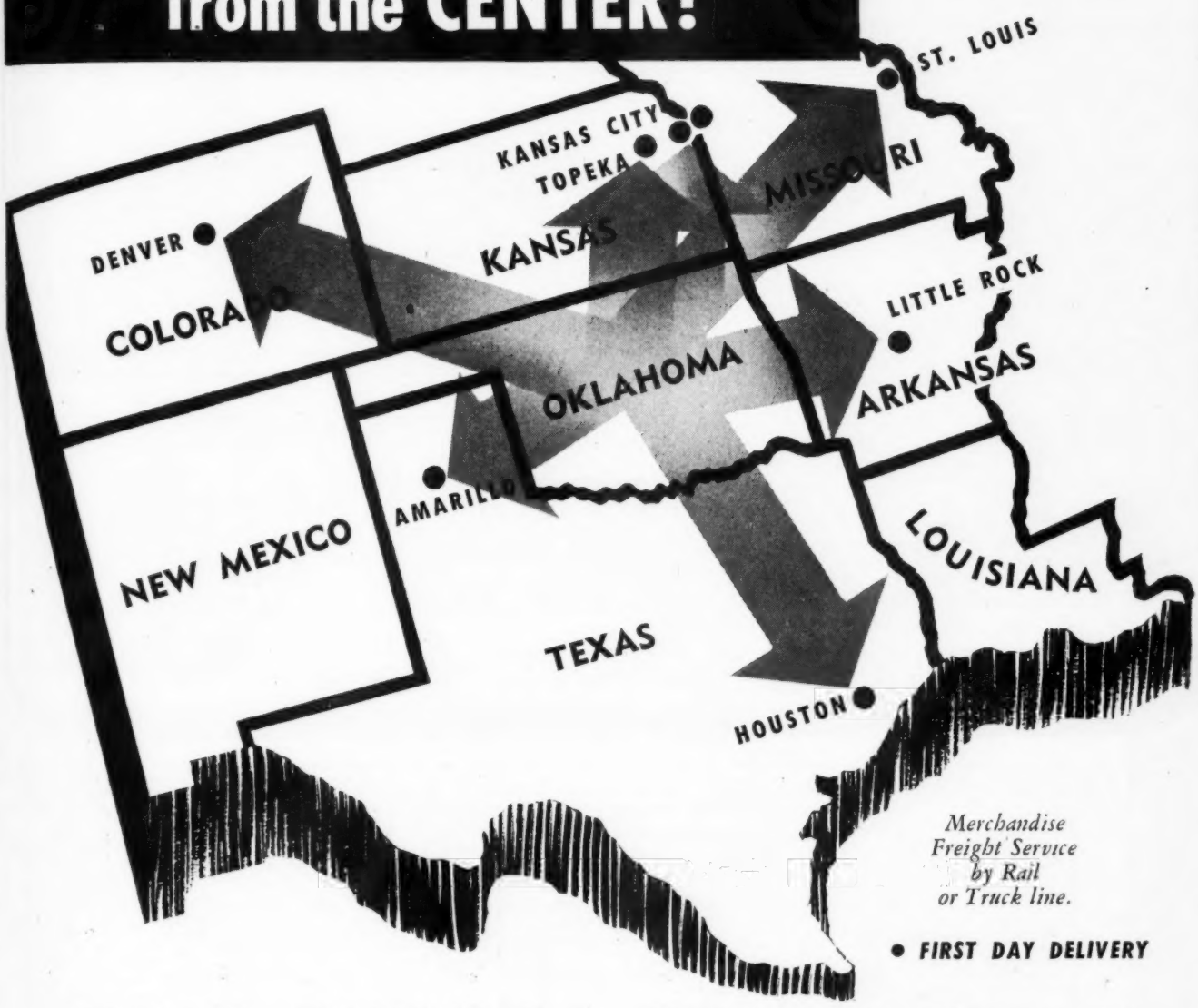
▲ See end of state "Metropolitan County Areas."

*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

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SELL the Southwest Market from the CENTER!



Rail and truck lines and air freight radiate from Oklahoma to all sections of the 8-state Southwest.

When you "sell from the center" it's obvious that selling costs are cut, delivery expense is less and your product is delivered quicker.

Many Southwest-minded manufacturers are experiencing the merchandising advantages of Oklahoma location . . . for regional sales offices, warehousing and branch plant manufacturing. May we tell you in detail "Why They Went to Oklahoma?"

Let Us Help You Find The Facts Pertaining To Your Business

We maintain an industrial research department to serve business and industry. A special confidential survey report relating to your business will be prepared on request. Up-to-the-minute information of a general nature is provided graphically and concisely in the 40-page book "Factors Favoring Business Expansion in Oklahoma." Write for your copy.



IN THE SOUTHWEST YOU CAN DO BUSINESS BETTER FROM THE CENTER

OKLAHOMA

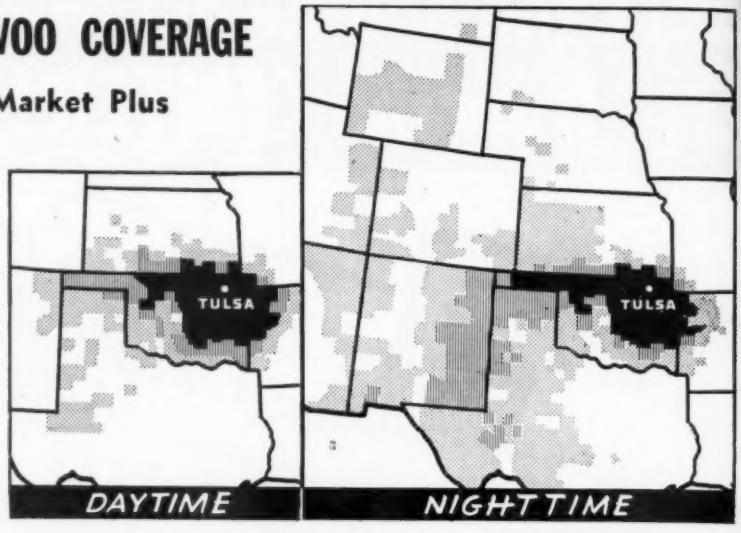
PLANNING and RESOURCES BOARD
STATE CAPITOL BUILDING
OKLAHOMA CITY, OKLAHOMA

HERE'S BMB'S PROOF OF KVOO COVERAGE

Blanketing Oklahoma's Greatest Market Plus Bonus Coverage in Other States

Market and Coverage Facts.—The KVOO Broadcast Measurement Bureau's Study No. 1 shows: a daytime coverage of 347,450 BMB radio families; and a nighttime coverage of 378,520 BMB radio families. KVOO alone, blankets Oklahoma's Greatest Market, plus additional rich counties in Kansas, Missouri and Arkansas. With an 18.6% increase, Tulsa led every major city in the Southwest in business gains in 1948 over 1947.

Oklahoma Industry is concentrated in the Tulsa area with 58% of Oklahoma's industrial wage earners receiving 61% of Oklahoma's industrial payroll. Tulsa is the Oil Capital of the World with more oil producing, refining and marketing companies maintaining home offices in Tulsa than in any other city. Tulsa is the center of a rich agricultural region of diversified interests. KVOO maintains one of the Southwest's oldest and most complete Farm Departments.



50%-100%

30%-49%

10%-29%



STATION INFORMATION — 1170 clear channel, 50,000 watts day and night. Owned and operated by Southwestern Sales Corporation, Philtower Building, Tulsa 3, Oklahoma. No newspaper affiliation. Edward Petry & Company, Inc., National Representatives. NBC basic network. Standard and Lang-Worth transcription library. U.P. News. Operating time: Weekdays, 5:25 A.M. to 12:05 midnight; Saturdays, 5:25 A.M. to 1:00 A.M.; Sundays, 7:00 A.M. to 12:05 midnight.

Hooper Ratings, over-all latest available, give KVOO 38.3; station "B" 23.0; station "C" 22.1. Stations "D" and "E", daytime only.

OKLAHOMA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Texas	9.3	.0063	3.8	9,308	.0072	1,770	560	364	73	.....	16,310	.0086	1,754	4,292	B	50.0	.0077	122
Tillman	19.1	.0131	5.5	10,142	.0077	2,603	1,231	421	268	.....	11,739	.0062	615	2,134	B	48.2	.0080	61
Tulsa 126	247.5	.1689	75.4	257,062	.1969	47,836	38,966	10,197	16,342	.....	359,022	.1901	1,451	4,762	B	4.9	.1879	111
▲Tulsa	194.3	.1326	61.4	235,213	.1802	40,166	35,544	9,579	15,756	D	317,978	.1684	1,637	5,179	.....	.....	.1648	124

▲ See end of state "Metropolitan County Areas."

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Before using these figures, see explanation page 19.

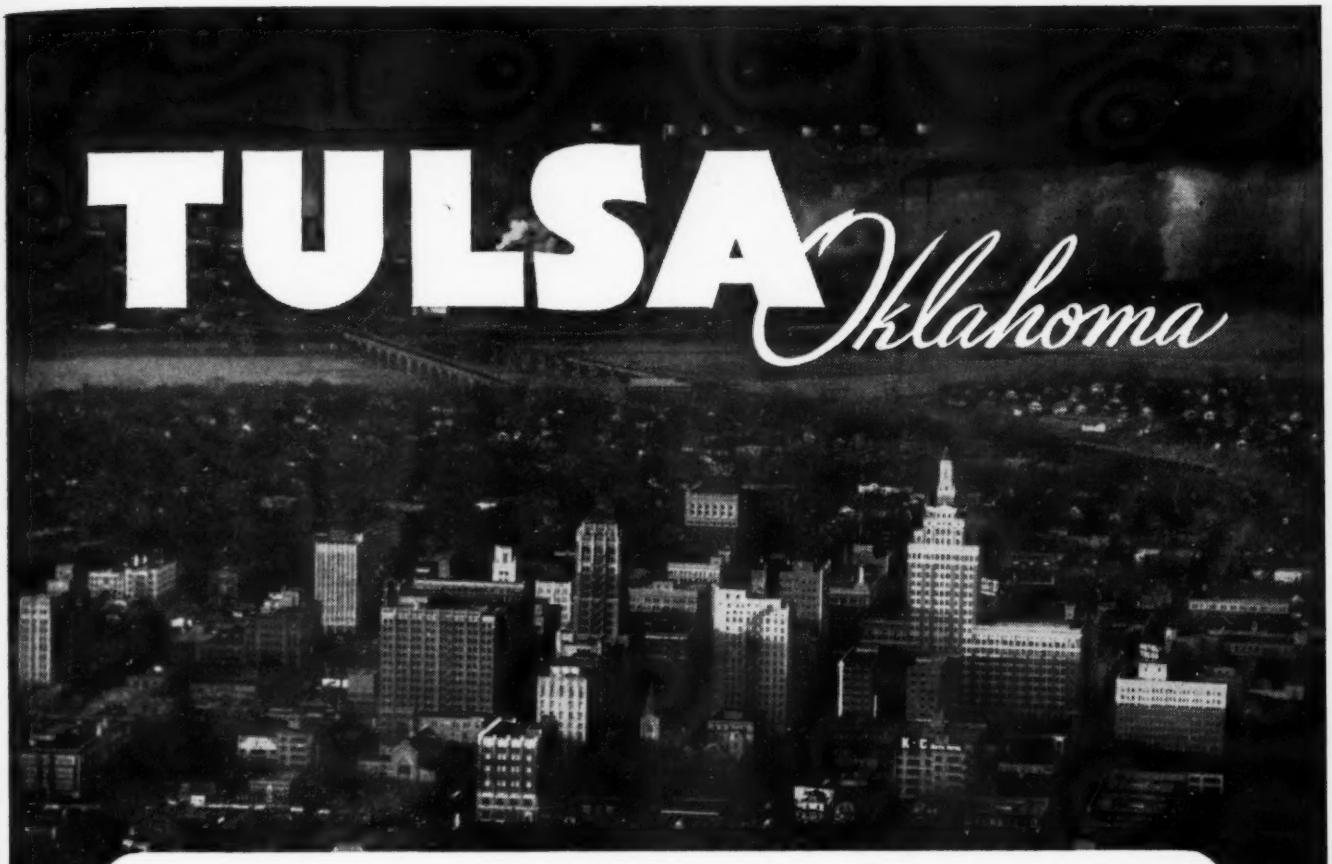
CHECK
*** the Selling Power
of KTUL
in Eastern Oklahoma
only CBS Outlet in
this Great Listening Area

A Growing Market with $878,774,000 Buying Income. 245,580 Radio Homes, an INCREASE of 48,870 since 1946!

KTUL
TULSA, OKLAHOMA

AVERY-KNODEL, Inc.
National Representative

JOHN ESAU
V. Pres. & Gen. Mgr.



...IT'S A MIGHTY MARKET

How's business in Tulsa? Just fine, thank you. In fact the best ever. For example in 1948:

Retail Sales in Tulsa totaled $235,213,000
Retail Sales in Tulsa County totaled $257,062,000
Food Sales in Tulsa totaled .....$ 40,166,000
Food Sales in Tulsa County totaled .....$ 47,836,000
Effective Buying Income in Tulsa was $317,978,000
Effective Buying Income in Tulsa County was $359,022,000

This MIGHTY MARKET is growing, and growing fast. To sell YOUR products in this great market, ADVERTISE Them in the WORLD-TRIBUNE.

Figures from Sales Management's 1949 Survey of Buying Power



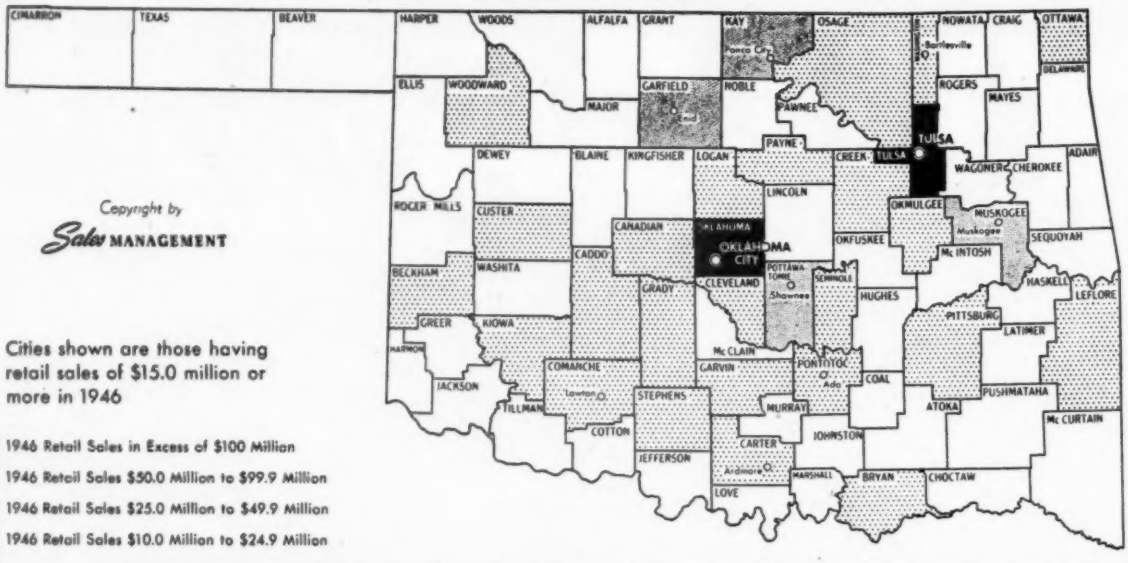
OIL CAPITAL NEWSPAPERS

TULSA WORLD • TULSA TRIBUNE

MORNING • EVENING • SUNDAY

REPRESENTED NATIONALLY BY • THE BRANHAM CO.

OKLAHOMA



Copyright by *Sales* MANAGEMENT

Cities shown are those having retail sales of $15.0 million or more in 1946

- 1946 Retail Sales in Excess of $100 Million
- 1946 Retail Sales $50.0 Million to $99.9 Million
- 1946 Retail Sales $25.0 Million to $49.9 Million
- 1946 Retail Sales $10.0 Million to $24.9 Million

OKLAHOMA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Wagoner	19.4	.0133	5.0	5,862	.0045	1,633	302	199	76		6,993	.0037	360	1,399	C	68.1	.0059	44
Washington	31.9	.0217	9.8	30,346	.0233	7,488	4,267	1,080	1,625		43,575	.0231	1,368	4,539	E	12.3	.0229	106
Bartlesville	21.9	.0150	6.9	27,068	.0207	6,513	*	905	1,625	H	34,449	.0182	1,573	4,993	.....	.....	.0183	122
Washita	20.7	.0142	5.6	9,716	.0075	2,495	1,204	269	226		17,255	.0091	834	3,081	B	66.5	.0096	68
Woods	14.0	.0095	4.3	12,522	.0095	2,880	960	445	476		13,795	.0073	985	3,208	B	43.4	.0084	88
Woodward	15.2	.0104	4.5	14,868	.0114	3,187	989	364	437		13,179	.0070	867	2,929	B	39.7	.0090	87
Total Above Cities	866.0	.5911	271.0	1,016,140	.7783	185,454	146,116	40,466	28,140		1,148,366	.6079	1,326	4,238	.....	.....	.6558	111
State Total	2,363.2	1.6131	673.3	1,681,429	1.2879	382,458	218,543	62,720	77,092		2,094,503	1.1088	886	3,111	.....	33.1	1.2634	78

OKLAHOMA — Metropolitan County Areas

Oklahoma City...84	325.5	.2222	102.5	347,000	.2658	57,504	51,837	15,304	23,615		460,411	.2438	1,414	4,492	.....	.....	.2461	111
Tulsa.....128	247.5	.1689	75.4	257,062	.1969	47,838	36,966	10,197	16,342		359,022	.1901	1,451	4,762	.....	.....	.1879	111

ARKANSAS — Counties and Cities

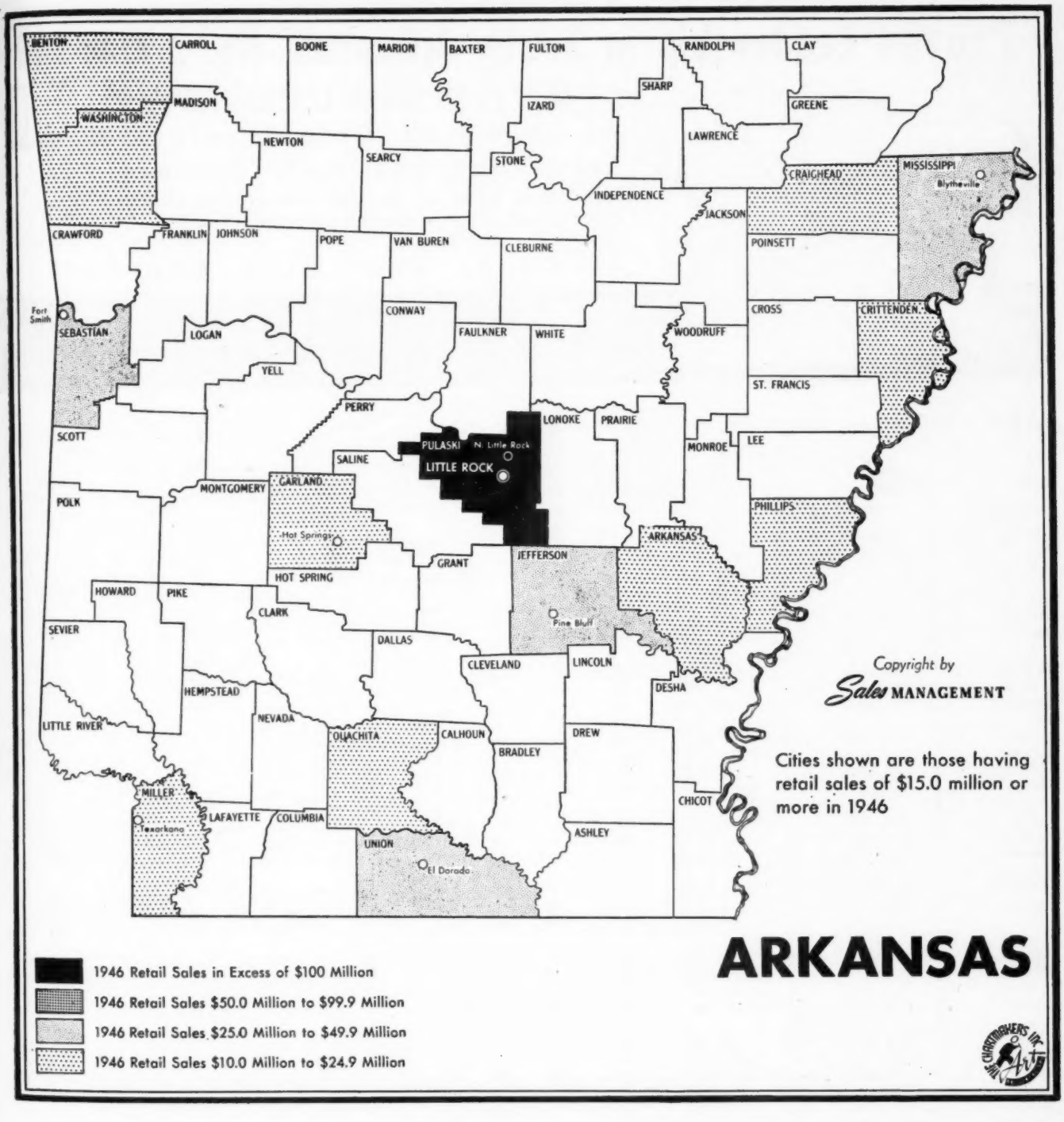
City	County	City	County	City	County
Blytheville	Mississippi	Helena	Phillips	N. Little Rock	Pulaski
El Dorado	Union	Hot Springs	Garland	Pine Bluff	Jefferson
Fayetteville	Washington	Jonesboro	Craighead	Texarkana	Miller
Fort Smith	Sebastian	Little Rock	Pulaski		

Arkansas	23.5	.0160	6.5	16,643	.0127	3,437	1,605	522	581		18,581	.0098	791	2,859	B	50.9	.0118	74
Ashley	25.6	.0175	6.8	12,497	.0096	2,750	938	594	45		15,078	.0080	589	2,217	D	52.6	.0103	59
Baxter	10.8	.0073	2.9	3,267	.0025	639	167	131	64		5,179	.0028	480	1,786	F	62.0	.0036	49
Benton	32.4	.0222	9.8	18,159	.0139	3,437	1,271	760	393		23,911	.0126	738	2,440	B	56.6	.0148	67
Boone	13.7	.0093	3.8	11,286	.0086	2,095	1,813	439	462		13,860	.0074	1,012	3,647	E	49.9	.0081	87
Bradley	15.7	.0107	4.1	10,556	.0081	1,806	813	213	427		12,793	.0067	815	3,120	F	39.0	.0079	74
Calhoun	7.3	.0050	1.8	2,119	.0016	415	*	60	*		3,856	.0020	501	2,031	G	59.6	.0025	50
Carroll	11.8	.0081	3.5	5,802	.0044	1,246	668	298	154		8,224	.0043	697	2,350	E	62.4	.0051	63
Chicot	27.4	.0187	7.9	11,031	.0084	3,499	1,438	321	226		14,774	.0078	539	1,870	D	69.5	.0102	55
Clark	23.4	.0159	6.1	12,675	.0097	2,606	1,396	439	328		15,535	.0083	664	2,547	E	47.7	.0102	64
Clay	25.2	.0172	6.4	9,328	.0071	1,966	1,168	346	159		12,947	.0068	514	2,023	B	69.7	.0090	52
Cleburne	10.2	.0070	2.8	3,545	.0027	894	396	130	*		6,396	.0034	627	2,460	E	64.4	.0039	56

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*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.



ARKANSAS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

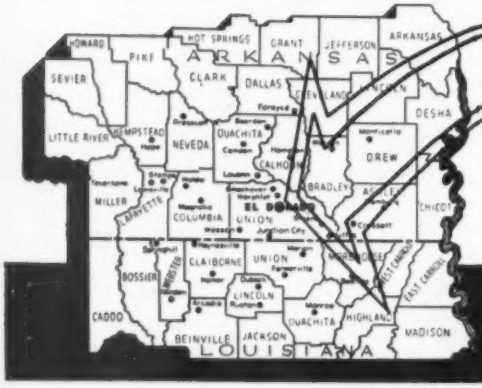
COUNTIES / CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S.A. Potential	Quality of Market Index
Cleveland	9.7	.0066	2.5	2,831	.0022	1,006	*	83	*		5,026	.0027	518	2,010	F	68.4	.0033	50
Columbia	28.5	.0195	7.6	15,705	.0120	3,069	1,480	486	978		18,734	.0099	657	2,465	E	57.0	.0125	64
Conway	18.0	.0123	4.5	8,783	.0067	1,822	1,377	298	288		12,189	.0064	677	2,709	D	65.5	.0077	63
Craighead	49.8	.0340	12.7	30,165	.0231	5,498	3,106	843	1,237		44,779	.0237	899	3,528	B	54.0	.0256	75
Jonesboro	18.2	.0124	5.3	22,291	.0171	3,677	2,606	547	1,127	G	19,648	.0104	1,080	3,707			.0127	102
Crawford	19.5	.0133	5.0	9,446	.0072	2,750	605	321	243		11,730	.0062	602	2,348	E	45.9	.0079	59
Crittenden	45.0	.0307	13.7	21,678	.0166	4,554	1,041	262	328		23,913	.0127	531	1,745	B	76.7	.0175	57
Cross	26.4	.0180	7.0	10,377	.0079	2,510	626	238	154		12,642	.0067	479	1,806	B	70.1	.0093	52

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Before using these figures, see explanation page 19.

Proved Leadership in South Arkansas' No. 1 Market



68 to 76 per cent of Listeners Prefer KELD

As Shown By Coincidental Telephone and Mail Survey

More than 80% of Current Advertising Contracts are RENEWALS — Most Over 5 and More Years — Some for 13 Significant Years.

THERE MUST BE A REASON

KELD — El Dorado, Arkansas

1400 Kilocycles • 250 Watts • American Broadcasting Company

ARKANSAS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Dallas	11.6	.0080	2.9	8,972	.0089	2,030	1,126	190	626		10,965	.0058	945	3,781	F	36.8	.0086	83
Desha	31.9	.0217	9.0	10,970	.0084	2,958	1,396	298	397		14,165	.0075	444	1,574	C	62.5	.0108	49
Drew	20.5	.0140	5.6	8,892	.0068	2,574	771	321	93		10,811	.0057	527	1,931	E	60.2	.0077	55
Faulkner	23.4	.0160	6.1	11,980	.0092	2,158	1,813	320	313		15,840	.0084	677	2,597	D	61.1	.0102	64
Franklin	11.6	.0079	2.9	5,308	.0041	639	605	155	139		7,158	.0038	617	2,468	E	57.4	.0047	59
Fulton	6.7	.0046	1.7	1,783	.0014	352	*	60	*		3,656	.0019	546	2,151	F	72.9	.0023	50
Garland	43.1	.0294	13.4	47,750	.0386	10,358	5,960	2,149	2,711		51,384	.0272	1,192	3,835	F	13.4	.0305	104
Hot Springs	30.7	.0210	11.1	45,124	.0345	9,068	5,156	2,028	2,569	H	45,612	.0241	1,486	4,109	.....	.....	.0266	127
Grant	9.5	.0064	2.6	3,584	.0027	1,039	187	83	*		5,178	.0028	545	1,992	G	45.8	.0035	55
Greene	27.2	.0186	6.9	13,268	.0102	3,245	1,939	404	1,222		17,667	.0093	650	2,560	B	62.2	.0114	61
Hempstead	28.5	.0195	7.4	16,237	.0124	2,829	1,146	486	467		19,952	.0106	700	2,696	E	56.3	.0129	66
Hot Spring	20.5	.0140	5.4	7,783	.0060	1,743	854	298	337		9,595	.0051	468	1,777	F	41.4	.0072	51
Howard	12.9	.0088	3.4	8,615	.0066	1,710	1,292	262	373		10,658	.0056	826	3,135	D	58.9	.0065	74
Independence	20.3	.0138	5.1	12,238	.0094	2,605	1,585	238	551		14,621	.0078	720	2,867	E	52.6	.0095	69
Izard	8.7	.0060	2.2	2,377	.0018	352	*	60	*		4,722	.0024	543	2,148	F	72.0	.0029	48
Jackson	25.8	.0176	6.5	13,089	.0100	2,893	1,230	440	393		15,840	.0084	614	2,437	B	63.3	.0107	61
Jefferson	83.2	.0568	25.3	57,208	.0438	10,969	5,567	1,364	4,289		84,544	.0448	1,016	3,342	B	45.5	.0469	83
Pine Bluff	42.4	.0289	13.3	48,568	.0372	7,456	*	*	*	F	50,814	.0269	1,198	3,821	.....	.....	.0304	105
Johnson	12.6	.0086	3.3	7,031	.0054	1,503	709	213	154		10,509	.0056	834	3,185	E	49.5	.0061	71
Lafayette	14.5	.0099	4.0	7,130	.0055	1,327	438	190	*		9,285	.0049	640	2,321	E	65.5	.0061	62
Lawrence	22.3	.0152	5.5	8,356	.0064	1,902	730	191	710		12,180	.0065	546	2,215	C	64.2	.0082	54
Lee	23.2	.0159	6.6	10,200	.0078	2,509	605	345	417		14,013	.0074	604	2,123	B	76.3	.0092	58
Lincoln	18.0	.0123	5.2	4,278	.0033	1,246	291	155	*		7,158	.0038	398	1,377	D	82.6	.0054	44
Little River	13.3	.0090	3.6	6,138	.0047	1,295	522	213	149		9,297	.0049	699	2,583	F	58.8	.0057	63
Logan	22.6	.0155	5.7	10,001	.0077	1,775	771	403	243		11,880	.0063	526	2,084	E	53.0	.0086	55
Lonoke	26.5	.0180	6.8	14,396	.0110	3,005	1,376	440	358		21,475	.0113	810	3,158	B	73.2	.0126	70
Madison	12.4	.0085	3.2	2,160	.0017	288	168	130	*		4,569	.0025	388	1,428	E	81.6	.0035	41
Marion	8.9	.0061	2.3	1,387	.0011	383	187	*	*		2,894	.0015	325	1,258	F	69.9	.0023	38
Miller	35.9	.0245	10.0	29,635	.0227	5,481	2,612	578	1,610		35,895	.0190	1,000	3,590	E	39.3	.0212	87
●Texarkana	21.0	.0143	6.3	28,480	.0218	4,987	2,612	578	1,610	G	24,756	.0132	1,179	3,930	.....	.....	.0160	112
Mississippi	82.2	.0561	22.1	58,150	.0445	9,366	5,002	1,486	2,771		74,325	.0393	904	3,363	A	68.6	.0442	79
Blytheville	17.8	.0122	5.5	27,796	.0213	3,148	3,835	630	2,369	G	15,535	.0082	873	2,825	.....	.....	.0129	106
Monroe	19.7	.0134	5.5	8,277	.0063	1,902	480	321	298		11,725	.0063	595	2,132	D	58.8	.0077	57
Montgomery	6.9	.0047	1.7	2,218	.0017	544	*	*	*		4,264	.0022	618	2,508	G	69.5	.0026	55
Nevada	18.6	.0127	4.8	8,278	.0063	1,710	959	213	*		10,205	.0054	549	2,126	F	60.3	.0071	56
Newton	8.8	.0059	1.9	1,187	.0009	224	*	*	*		5,787	.0031	673	3,046	F	77.4	.0030	51
Ouachita	37.7	.0257	9.9	18,792	.0144	4,380	2,731	570	1,278		22,237	.0118	590	2,246	F	26.3	.0154	60
Perry	6.8	.0047	1.5	1,407	.0011	352	*	25	*		3,198	.0017	470	2,132	F	64.4	.0021	45
Phillips	44.3	.0302	13.9	26,265	.0201	5,946	2,667	701	1,813		32,899	.0174	743	2,367	B	55.9	.0208	69
●Helena	9.6	.0066	3.5	17,151	.0131	2,670	2,167	440	*	H	14,227	.0076	1,482	4,065	.....	.....	.0091	138

● See end of state "Multiple Cities."

*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

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ARKANSAS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Pike	10.7	.0073	2.8	3,881	.0030	1,071	167	83	*		5,635	.0030	527	2,013	F	60.1	.0039	53
Poinsett	36.0	.0246	8.7	16,614	.0127	4,107	1,377	571	566		19,800	.0105	550	2,276	B	65.8	.0140	57
Polk	15.4	.0105	4.3	8,715	.0067	1,536	398	213	100		10,666	.0056	693	2,480	F	50.5	.0069	66
Pope	25.8	.0176	6.7	12,378	.0095	2,285	1,398	345	427		15,993	.0085	620	2,387	E	51.2	.0106	60
Prairie	13.9	.0095	3.7	4,416	.0034	1,006	291	190	44		6,856	.0036	493	1,853	C	69.2	.0047	49
Pulaski 66	205.1	.1401	62.2	223,101	.1708	38,188	37,186	7,533	15,812		282,529	.1495	1,378	4,542	B	9.7	.1539	110
▲Little Rock	101.5	.0693	31.7	179,313	.1374	28,399	34,085	6,313	14,319	D	163,593	.0866	1,612	5,161	.....	.....	.0984	142
No. Little Rock	40.2	.0274	11.8	31,799	.0243	6,428	*	1,073	*	H	54,572	.0288	1,358	4,625	.....	.....	.0272	99
Randolph	18.0	.0123	4.6	6,297	.0048	1,070	229	191	*		7,815	.0040	423	1,655	D	66.5	.0059	48
St. Francis	36.9	.0252	10.2	16,614	.0127	3,901	1,271	522	1,028		20,714	.0110	561	2,031	B	71.6	.0144	57
Saline	22.3	.0152	6.0	7,664	.0059	1,583	709	108	567		9,595	.0051	430	1,599	F	33.4	.0074	49
Scott	11.6	.0079	3.0	5,168	.0040	639	333	107	*		6,850	.0038	591	2,283	F	53.3	.0046	58
Searcy	10.3	.0070	2.6	2,258	.0017	432	291	130	*		4,265	.0023	414	1,640	F	75.4	.0031	44
Sebastian 150	65.0	.0444	18.7	69,552	.0533	12,686	10,051	2,449	3,599		87,035	.0461	1,339	4,654	E	13.7	.0479	108
♦Fort Smith	55.0	.0376	16.2	64,405	.0494	10,721	9,825	2,337	3,548	F	82,170	.0435	1,494	5,072	.....	.....	.0441	117
Sevier	14.3	.0097	3.7	5,683	.0044	1,646	480	346	*		8,377	.0044	586	2,264	F	51.9	.0055	57
Sharp	9.9	.0068	2.6	2,199	.0017	352	*	60	*		4,416	.0023	446	1,698	F	69.7	.0030	44
Stone	7.5	.0051	1.8	1,526	.0012	192	*	*	*		2,285	.0012	305	1,269	G	75.2	.0020	39
Union	55.6	.0380	15.4	53,961	.0413	11,503	5,211	1,774	5,297		63,662	.0337	1,145	4,134	F	23.2	.0368	97
El Dorado	20.4	.0139	6.4	40,362	.0309	6,344	4,031	1,510	4,901	G	28,827	.0153	1,413	4,504	.....	.....	.0197	142
Van Buren	10.5	.0071	2.5	1,919	.0015	320	104	60	*		3,960	.0021	377	1,584	F	70.0	.0029	41
Washington	42.8	.0293	12.2	32,460	.0249	4,714	5,211	939	660		38,380	.0204	897	3,146	B	48.3	.0235	80
Fayetteville	13.4	.0091	4.1	18,924	.0145	2,861	4,066	654	581	H	14,469	.0076	1,080	3,529	.....	.....	.0100	110
White	36.9	.0252	10.0	15,960	.0122	3,212	2,502	464	129		17,973	.0095	487	1,797	D	63.2	.0135	54
Woodruff	21.4	.0146	5.4	9,108	.0070	2,350	959	321	199		10,817	.0057	505	2,003	B	66.5	.0079	54
Yell	19.8	.0135	4.9	6,991	.0054	1,535	*	213	54		9,443	.0050	477	1,927	E	61.4	.0068	50
Total Above Cities	370.2	.2527	115.2	524,213	.4015	85,759	68,383	16,110	31,024		514,223	.2722	1,389	4,452	.....	.....	.3071	122
State Total	1,934.0	1.3202	531.1	1,177,688	.9020	233,919	135,273	37,120	56,779		1,517,384	.8033	785	2,857	.....	51.4	.9363	71

ARKANSAS — Metropolitan County Area

Little Rock 66	205.1	.1401	62.2	223,101	.1708	38,188	37,186	7,533	15,812		282,529	.1495	1,378	4,542	.....	.....	.1539	110

ARKANSAS — New Metropolitan County Area

Fort Smith 150	65.0	.0444	18.7	69,552	.0533	12,686	10,051	2,449	3,599		87,035	.0461	1,339	4,654	.....	.....	.0479	108

ARKANSAS — Multiple Cities

Helena—																		
♦ West Helena	15.6	.0106	5.6	19,536	.0150	3,912	2,467	640	*		17,325	.0092	1,111	3,094	.....	.....	.0112	106
Texarkana (Ark.)—																		
-Texarkana(Tex.)	51.8	.0353	16.0	56,904	.0436	10,618	7,863	1,593	*		56,685	.0301	1,094	3,543	.....	.....	.0352	100

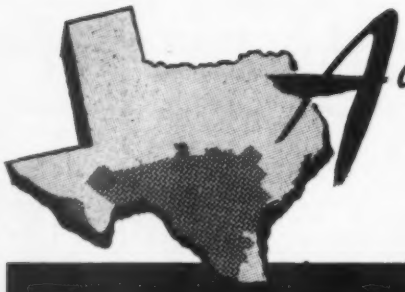
♦ See end of state "New Metropolitan County Areas." ▲ See end of state "Metropolitan County Areas." *Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

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IT MAY SOUND REPETITIOUS, BUT . . .

Have you read the explanation prefacing the Survey of Buying Power? It appears on page 19 and following pages, and really will save you lots of time. It identifies sources of all figures and contains all comment necessary to a complete understanding of the use of all County and City figures.



According to C. E. Hooper, 320,940 Radio Families in 65 South Texas Counties* prefer WOAI by more than two to one over any other station.

* The 65 Texas counties where 50-100% of the Radio Families listen regularly to WOAI . . . both Day and Night. (BMB Study No. 1)

WOAI San Antonio

NBC • 50,000 WATTS • CLEAR CHANNEL • TQN

Represented by EDWARD PETRY & CO., INC.-------New York, Chicago, Los Angeles, Detroit, St. Louis, San Francisco, Atlanta, Boston

TEXAS

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City	County	City	County	City	County
Abilene	Taylor	Fort Worth	Tarrant	Pampa	Gray
Alice	Jim Wells	Gainesville	Cooke	Paris	Lamar
Amarillo	Potter	Galveston	Galveston	Plainview	Hale
Austin	Travis	Greenville	Hunt	Port Arthur	Jefferson
Bay City	Matagorda	Harlingen	Cameron	San Angelo	Tom Green
Baytown	Harris	Henderson	Rusk	San Antonio	Bexar
Beaumont	Jefferson	Houston	Harris	Sherman	Grayson
Big Spring	Howard	Kilgore	Gregg	Sulphur Springs	Hopkins
Borger	Hutchinson	Laredo	Webb	Sweetwater	Nolan
Brownsville	Cameron	Longview	Gregg	Temple	Bell
Brownwood	Brown	Lubbock	Lubbock	Texarkana	Bowie
Bryan	Brazos	Lufkin	Angelina	Tyler	Smith
Cleburne	Johnson	Marshall	Harrison	Vernon	Wilbarger
Corpus Christi	Nueces	McAllen	Hidalgo	Victoria	Victoria
Corsicana	Navarro	McKinney	Collin	Waco	McLennan
Dallas	Dallas	Midland	Midland	Waxahachie	Ellis
Denison	Grayson	Nacogdoches	Nacogdoches	Wichita Falls	Wichita
Denton	Denton	Odessa	Ector		
El Paso	El Paso	Palestine	Anderson		

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Anderson	37.2	.0253	10.3	17,957	.0138	5,216	1,657	1,098	986		26,021	.0138	699	2,526	E	37.9	.0161	64
Palestine	18.3	.0124	5.7	14,330	.0110	3,704	1,458	953	986	H	17,069	.0090	933	2,995			.0103	83
Andrews	1.3	.0009	.4	928	.0007	318	*	*	*		1,468	.0008	1,129	3,670	F	26.7	.0008	89
Angelina	37.7	.0258	10.4	17,807	.0138	5,028	1,745	929	1,346		24,494	.0129	650	2,355	F	25.7	.0157	61
Lufkin	19.4	.0133	6.1	14,939	.0114	3,574	1,281	821	1,346		13,889	.0074	716	2,277			.0098	74
Aransas	2.7	.0018	.8	1,828	.0014	779	*	*	*		2,493	.0013	923	3,116	G	14.2	.0014	78
Archer	6.0	.0041	1.6	3,493	.0027	1,182	176	133	*		5,473	.0029	912	3,421	D	31.2	.0031	76
Armstrong	2.0	.0014	.6	1,304	.0010	259	*	*	*		1,747	.0010	874	2,912	C	62.6	.0011	79
Atascosa	16.1	.0110	3.6	6,325	.0048	1,700	100	168	*		9,877	.0052	613	2,744	B	70.1	.0062	56
Austin	14.7	.0100	4.2	7,675	.0059	1,845	387	194	129		11,192	.0059	761	2,665	D	70.2	.0067	67
Bailey	7.4	.0050	1.9	3,627	.0028	1,152	154	*	*		4,274	.0023	578	2,249	B	63.1	.0030	60
Bandera	3.4	.0024	1.1	1,544	.0012	606	22	60	*		2,470	.0013	726	2,245	F	59.3	.0015	63
Bastrop	20.1	.0137	5.8	8,020	.0061	3,343	564	254	*		12,346	.0065	614	2,129	E	57.4	.0078	57
Baylor	6.7	.0046	1.8	5,411	.0042	1,239	452	205	86		7,093	.0038	1,059	3,941	D	44.7	.0041	89
Bee	14.8	.0101	3.8	13,026	.0099	2,839	906	506	475		15,327	.0081	1,036	4,033	D	40.2	.0090	89
Bell	66.3	.0452	19.5	35,916	.0275	9,194	4,650	1,489	888		62,521	.0331	943	3,206	B	41.9	.0338	75
Temple	28.3	.0193	8.6	24,351	.0187	5,537	3,390	1,091	*	H	33,451	.0177	1,182	3,890			.0183	95
Bexar 105	422.4	.2884	124.0	402,750	.3085	82,961	55,824	11,929	12,240		607,264	.3215	1,438	4,897	B	5.7	.3110	108
▲San Antonio	387.6	.2646	113.8	376,168	.2881	73,357	55,658	11,172	*	D	553,958	.2932	1,429	4,868			.2860	108
Blanco	3.3	.0022	1.0	2,456	.0019	590	*	84	*		3,460	.0018	1,048	3,460	F	67.0	.0019	86
Borden	1.3	.0009	.4	59	.0001	*	*	37	*		618	.0003	475	1,545	E	85.7	.0004	44
Bosque	12.1	.0083	3.5	6,431	.0049	1,916	122	337	96		9,562	.0051	790	2,732	D	60.5	.0057	69

▲ See end of state "Metropolitan County Areas." *Withheld to avoid disclosure. Before using these figures, see explanation page 19.

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Great NEWSPAPERS

DOING *Great* THINGS

IN A *Great* MARKET

Leadership IN Readership

6-STAR FEATURE IN THE LONE STAR STATE

★ **MORNING EXPRESS**

The largest morning newspaper published in San Antonio or South Texas . . . established prestige and leadership.

★ **EVENING NEWS**

The largest evening newspaper published in San Antonio or South Texas . . . a compelling sales media!

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MEMBER:
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METROPOLITAN GROUP
BUREAU OF ADVERTISING
A.N.A.N., Inc.



REMEMBER THIS
"Magic Market"
WHEN INVESTIGATING
BUYING POWER!

These 48
TEXAS COUNTIES CONSTITUTE THE
SOUTH TEXAS MARKET
Served by the
SAN ANTONIO EXPRESS
and
SAN ANTONIO EVENING NEWS

★ **SAN ANTONIO** in Bexar County, is the distributing center for the great Southwest Texas Market . .

RETAIL SALES—$376,168,000
FOOD SALES—$73,357,000
GENERAL MERCHANDISE—$55,658,000
DRUG SALES—$11,172,000
EFFECTIVE BUYING POWER—$553,958,000

★ **48 COUNTIES** Bexar County is the heart of the 48 counties comprising the great Southwest Texas market . . .

RETAIL SALES—$402,750,000
FOOD SALES—$82,961,000
GENERAL MERCHANDISE—$55,824,000
DRUG SALES—$11,929,000
EFFECTIVE BUYING POWER—$607,264,000

AIR-SPEED DELIVERY

★ To Texas' rich "Lower Rio Grande Valley" . . . "Strangest Main Street in the World" —65 miles long. 4,317 square miles of America's richest agricultural area, with more than 231,000 people living in 42 communities.

RETAIL SALES—$125,444,000
FOOD SALES—$28,042,000
GENERAL MERCHANDISE—$14,211,000
DRUG SALES—$3,912,000
EFFECTIVE BUYING POWER—$192,967,000

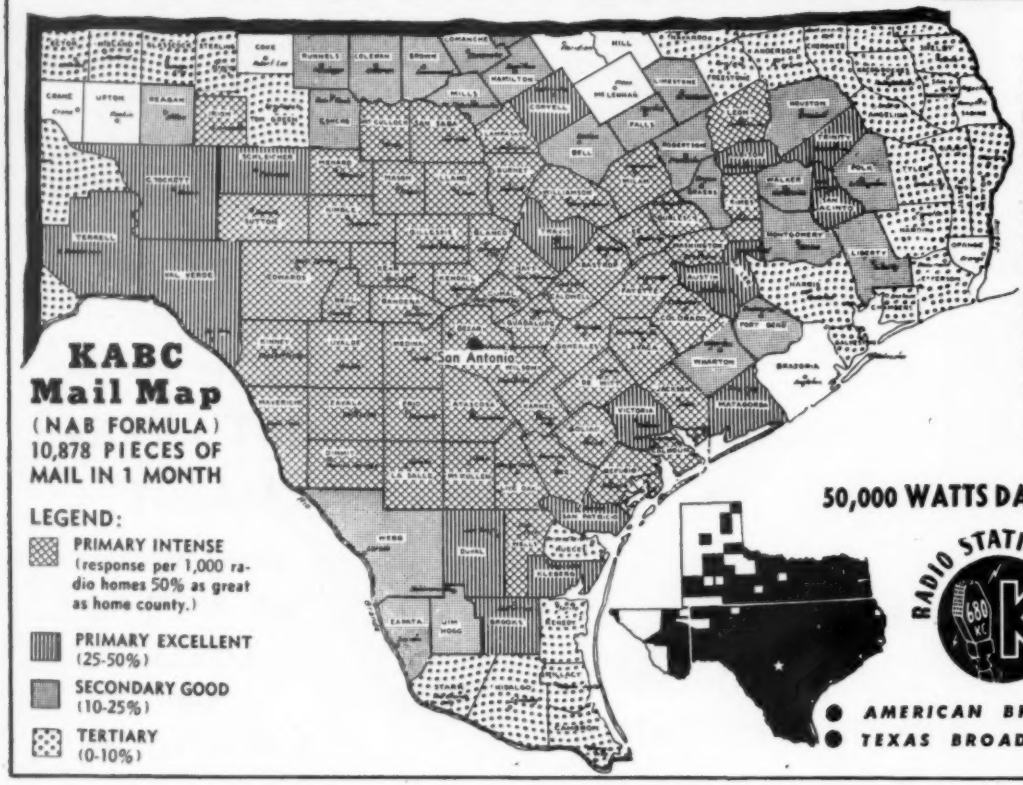
Data from SALES MANAGEMENT, 1949

San Antonio Express

SAN ANTONIO EVENING NEWS

Represented Nationally by the JOHN BUDD CO.

HERE'S WHERE PEOPLE LISTEN TO KABC, WHERE PEOPLE WRITE KABC *and People Buy!*



KABC Mail Map
(NAB FORMULA)
10,878 PIECES OF MAIL IN 1 MONTH

LEGEND:
- PRIMARY INTENSE (response per 1,000 radio homes 50% as great as home county.)
- PRIMARY EXCELLENT (25-50%)
- SECONDARY GOOD (10-25%)
- TERTIARY (0-10%)

It doesn't take a mathematical genius to figure out that you are talking about . . . and to . . . a lot of buying power in KABC's huge coverage area. When 50,000 watts on 680 kilocycles booms out with top ABC and local programming beamed at Texas listeners, they listen . for people certainly can't write in unless they are listening in. And a look at the above mail map will show both. You'll find 203,640 radio families in the 55-county primary-intense area alone, 63,530 more in the primary-excellent counties, and 103,860 radio families in the 27 secondary-good counties. All this, plus a bonus tertiary coverage of 106 additional counties with 1,012,480 radio homes. Your John Blair man can tell you lots more about this excellent facility in a fast-moving market.

50,000 WATTS DAY, 10,000 WATTS NIGHT

RADIO STATION 680 KC KABC SAN ANTONIO

● AMERICAN BROADCASTING COMPANY
● TEXAS BROADCASTING SYSTEM

TEXAS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Bowie	68.8	.0469	19.8	38,830	.0297	8,848	5,773	1,326	1,576		61,461	.0325	893	3,136	D	35.8	.0345	74
●Texarkana	30.8	.0210	9.7	28,424	.0218	5,631	5,251	1,015	*	H	31,929	.0169	1,037	3,292	.....	.....	.0192	91
Brazoria	46.8	.0320	12.9	18,705	.0143	4,381	1,336	555	275		26,055	.0138	557	2,020	B	29.9	.0176	55
Brazos	34.9	.0239	10.3	22,168	.0170	5,245	2,110	784	968		27,682	.0147	793	2,688	D	38.6	.0172	72
Bryan	20.6	.0141	6.2	19,197	.0147	4,107	*	*	968		17,218	.0091	836	2,777	.....	.....	.0118	84
Brewster	7.4	.0050	2.1	5,501	.0042	1,182	409	230	147		7,117	.0037	962	3,389	D	27.5	.0041	82
Briscoe	4.1	.0028	1.0	2,204	.0017	720	176	132	232		3,319	.0018	810	3,319	D	58.6	.0020	71
Brooks	6.0	.0041	1.4	3,957	.0030	519	*	*	.....		4,157	.0022	693	2,969	F	44.8	.0028	68
Brown	35.5	.0243	10.4	29,301	.0224	6,114	4,270	1,362	875		37,382	.0198	1,053	3,594	D	31.6	.0215	88
Brownwood	25.1	.0171	7.6	27,132	.0208	5,395	4,210	1,330	875	H	29,995	.0159	1,195	3,947	.....	.....	.0176	103
Burleson	14.1	.0096	4.0	5,981	.0046	2,277	387	229	246		9,178	.0048	651	2,295	E	71.5	.0057	59
Burnet	8.7	.0059	2.5	5,216	.0040	1,470	89	157	*		7,303	.0039	839	2,921	E	53.4	.0043	73
Caldwell	18.1	.0124	4.9	15,963	.0122	3,632	950	470	722		19,242	.0102	1,063	3,927	E	48.1	.0112	90
Calhoun	6.1	.0041	1.6	2,938	.0023	835	232	109	*		4,157	.0022	681	2,598	F	38.1	.0026	63
Callahan	8.7	.0060	2.6	5,471	.0042	1,980	365	254	178		7,664	.0040	881	2,948	D	52.1	.0045	75
Cameron	96.6	.0659	25.2	61,937	.0475	12,781	9,107	1,717	3,669		84,815	.0449	878	3,366	A	38.4	.0499	76
●Brownsville	33.7	.0230	8.8	20,067	.0153	3,826	3,088	656	1,687	H	25,871	.0137	768	2,940	.....	.....	.0160	70
●Harlingen	25.0	.0171	7.4	25,643	.0197	3,963	4,535	689	1,322	H	30,800	.0163	1,232	4,162	.....	.....	.0175	102
Camp	8.7	.0060	2.4	3,658	.0028	1,109	497	205	90		5,858	.0031	673	2,441	F	55.7	.0036	60
Carson	6.4	.0037	1.5	4,886	.0037	1,081	254	277	25		6,442	.0035	1,193	4,295	B	30.7	.0036	97
Cass	26.8	.0196	7.5	13,505	.0104	2,623	1,315	483	403		18,392	.0097	639	2,452	E	57.1	.0119	61
Castro	3.3	.0023	.8	2,503	.0019	692	231	84	*		3,575	.0019	1,083	4,469	B	67.6	.0020	87
Chambers	6.7	.0045	2.0	5,306	.0040	1,326	122	169	*		7,362	.0039	1,099	3,681	D	30.7	.0041	91
Cherokee	34.9	.0239	9.6	19,096	.0147	5,677	1,999	772	661		25,437	.0134	729	2,650	C	49.4	.0158	66

● See end of state "Multiple Cities."

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Before using these figures, see explanation page 19.
*Withheld to avoid disclosure.

YOU ONLY SELL THEM
IF YOU REACH THEM!

The Rio Grande Valley, in an isolated trade area, has an effective buying income of $192,967,000. If you are after a share of it, do not be misled by confusing circulation claims of newspapers that claim to "cover" it with fringe circulations. Check your ABC reports. You'll find that only the Rio Grande Valley Group covers the Valley City.

RIO GRANDE VALLEY GROUP

BROWNSVILLE HERALD • HARLINGEN STAR • McALLEN MONITOR

REPRESENTATIVES • TEXAS DAILY PRESS LEAGUE, INC.

TEXAS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Childress	13.4	.0091	3.8	10,656	.0081	2,781	1,127	386	468		16,784	.0089	1,253	4,417	C	34.9	.0087	96
Clay	9.3	.0064	2.6	5,457	.0042	1,643	78	205	100		8,666	.0046	932	3,333	D	57.5	.0048	75
Cochran	5.4	.0036	1.4	1,783	.0014	547	121	61	*		3,063	.0016	567	2,188	C	58.7	.0019	53
Coke	2.7	.0019	.7	1,694	.0013	577	*	84	*		2,470	.0013	915	3,529	E	67.0	.0014	74
Coleman	16.7	.0114	4.6	10,507	.0080	3,372	773	506	754		16,504	.0088	988	3,588	B	49.2	.0091	80
Collin	48.4	.0330	13.7	22,393	.0172	7,306	1,900	1,013	896		35,372	.0187	731	2,582	B	54.1	.0210	64
McKinney	15.6	.0106	5.0	11,667	.0089	2,998	1,315	556	653		11,000	.0058	705	2,200	.....	.....	.0077	73
Collingsworth	8.7	.0060	2.5	6,234	.0047	2,133	519	290	236		9,097	.0048	1,046	3,639	B	59.6	.0050	83
Colorado	15.4	.0105	4.4	11,482	.0088	2,594	409	362	300		18,543	.0098	1,204	4,214	C	60.6	.0096	91
Comal	12.1	.0082	3.5	10,267	.0079	2,248	652	253	371		15,514	.0083	1,282	4,433	F	31.7	.0082	100
Comanche	14.7	.0101	4.2	6,280	.0048	1,412	1,226	*	33		9,609	.0050	654	2,288	B	61.9	.0060	59
Concho	4.7	.0032	1.2	3,298	.0025	864	118	145	*		5,043	.0027	1,073	4,203	C	63.1	.0027	84
Cooke	25.1	.0171	7.0	15,978	.0123	3,918	1,392	555	507		24,553	.0130	978	3,508	C	45.8	.0136	80
Gainesville	12.5	.0086	3.7	13,453	.0103	2,839	*	483	507		15,542	.0083	1,243	4,201	.....	.....	.0090	105
Coryell	20.2	.0138	5.6	7,150	.0055	2,781	475	168	235		11,124	.0059	551	1,986	D	63.8	.0074	54
Cottle	7.3	.0050	2.0	5,366	.0041	1,412	486	230	201		7,607	.0040	1,042	3,804	D	57.6	.0042	84
Crane	2.0	.0013	.5	2,458	.0018	835	*	109	*		1,864	.0010	932	3,728	G	5.3	.0013	100
Crockett	2.0	.0014	.5	3,223	.0025	605	155	*	*		2,016	.0011	1,008	4,032	D	47.4	.0016	114
Crosby	11.4	.0078	3.2	5,396	.0041	1,297	408	290	196		8,537	.0045	749	2,668	B	59.7	.0050	64
Culberson	1.4	.0009	.6	1,889	.0015	289	*	*	*		1,456	.0008	1,040	2,427	F	17.9	.0010	111
Dallam	8.7	.0060	2.4	7,150	.0055	1,758	553	337	632		11,437	.0060	1,315	4,765	B	24.3	.0059	98

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 19.

LOOK BEFORE YOU WRITE

Most of the questions readers will ask about the Survey of Buying Power have been answered in the introduction beginning on page 19. So before you write, wire or call the editors, re-read this section. Chances are that we will refer you to these pages anyway.



TEXAS — (Continued)

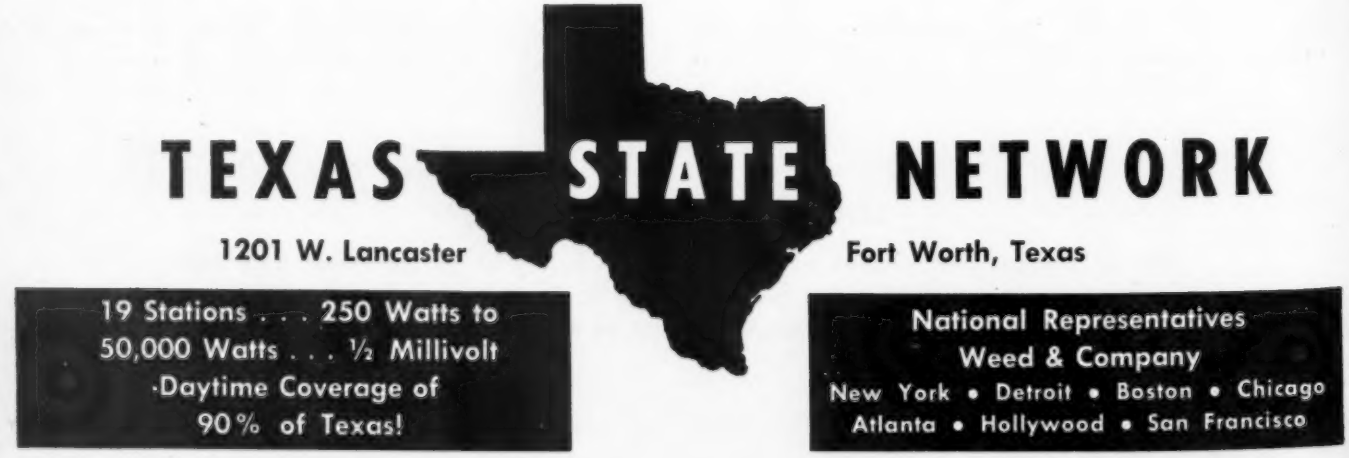
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Dallas.....31	580.0	.3822	169.7	799,204	.6121	143,101	180,935	27,490	39,164	.....	935,120	.4951	1,670	5,510	B	4.0	.5075	133
▲†Dallas.....	471.6	.3219	142.9	732,870	.5613	117,720	179,143	24,786	38,762	B	822,942	.4356	1,745	5,759	.....	.....	.4506	140
Dawson.....	20.7	.0142	5.6	12,065	.0092	3,083	1,137	507	422	.....	16,715	.0088	807	2,985	B	49.5	.0100	70
Deaf Smith.....	14.8	.0101	4.0	7,134	.0055	1,355	298	313	460	.....	7,314	.0039	494	1,829	A	47.5	.0056	55
Delta.....	10.1	.0069	2.7	4,242	.0032	1,585	353	205	*	.....	6,244	.0033	618	2,313	D	67.9	.0040	58
Denton.....	36.9	.0252	10.8	23,216	.0178	5,851	2,331	978	700	.....	33,833	.0179	917	3,133	B	41.1	.0192	76
Denton.....	16.0	.0109	5.1	16,903	.0130	3,703	2,187	797	629	H	15,293	.0081	956	2,999	.....	.....	.0101	93
De Witt.....	22.7	.0155	6.5	16,938	.0130	4,596	1,082	591	483	.....	24,215	.0128	1,367	3,725	C	55.1	.0134	86
Dickens.....	8.7	.0059	2.4	6,130	.0047	1,383	586	313	264	.....	8,632	.0046	992	3,597	D	54.7	.0049	83
Dimmit.....	7.4	.0051	1.8	2,833	.0021	1,061	99	133	104	.....	4,322	.0023	584	2,401	D	68.3	.0028	55
Donley.....	6.7	.0045	1.8	4,961	.0038	1,470	387	229	378	.....	6,988	.0037	1,043	3,882	C	56.8	.0039	87
Duval.....	14.7	.0101	3.6	10,178	.0078	2,983	431	531	*	.....	14,127	.0074	961	3,924	E	40.7	.0081	80
Eastland.....	23.5	.0160	7.0	19,291	.0148	5,649	2,596	772	568	.....	29,351	.0156	1,249	4,193	C	29.5	.0154	96
Ector.....	44.0	.0300	13.8	43,654	.0335	10,167	3,216	2,114	1,495	.....	68,244	.0361	1,551	4,945	G	1.5	.0340	113
Odessa.....	41.2	.0281	13.0	40,686	.0312	9,110	2,996	*	1,495	.....	65,377	.0346	1,587	5,029	.....	.....	.0323	115
Edwards.....	2.0	.0014	.5	1,304	.0010	432	*	*	47	.....	2,107	.0011	1,054	4,214	D	58.1	.0011	79
Ellis.....	48.1	.0328	14.2	25,825	.0198	8,632	1,966	1,012	935	.....	41,523	.0220	863	2,924	B	49.0	.0235	72
Waxahachie.....	12.3	.0084	3.7	11,285	.0086	2,536	1,127	398	575	.....	10,589	.0056	861	2,862	.....	.....	.0071	85

▲ See end of state "Metropolitan County Areas."
† Does not include the Highland and University Park cities with populations of 12.6 and 24.1 thousand respectively, which, though separately incorporated, lie within the Dallas city limits.

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Before using these figures, see explanation page 19.
*Withheld to avoid disclosure.



(ADVERTISEMENT)

Dallas

It smiles in the sun, it grows and grows, its girls are beautiful... the city they call "Big D" has big ideas...

By JULIAN STAG

REX BEISEL, head of a company (Chance Vought Aircraft) now completing a gigantic industrial migration from an old location in Connecticut to a new home in Dallas, talked recently at a luncheon.

His subject was picked for him, and it was "Why I Like Dallas." They take things like that for granted in Dallas.

Beisel didn't disappoint anybody, and many people have since stopped calling him by his name Rex and begun fondly calling him "Tex."

One of the things he said in his speech was: "I like Dallas because here we seem to have a deep-rooted feeling that nothing is too big too tackle if it's really worthwhile doing."

In Dallas, the word big is well-liked. It's said that it was the colored folks who began calling the city "Big D" long before it was really very big, but then as now the biggest thing about Dallas was its ideas.

In 1912, when Wilson became president, Dallas was a city of 92,000. A "150,000 Club" was animatedly formed, named for the population figure it pursued, and when the 1920 census came around, the Dallas population had jumped to 159,000.

Right now, greater Dallas is a city of more than a half million (about a 59 per cent increase in only eight years!), but that tells but a small part of a population story that is different. The county of which Dallas is seat has nearer 600,000 people, and the neighbor county to the west has another metropolitan group of about 350,000 more people, so that you come up with a combined total of say 950,000.

This means an urban concentration that is to large parts of east, north, and west Texas what, to make a comparison, Paris is to France. And the state of Texas, it may be pointed out, is larger than the country of France.

Because Dallas thinks big, the story doesn't stop there. It proceeds to the further disclosure that within an easy hundred-mile radius (remember, distances diminish in the big country) there are an estimated 2,130,392 people, and then comes a crescendo of climax.

This is the introduction of a new working concept of geographical interest. This is what is termed "The Dallas Southwest." The Dallas Southwest is Dallas' way of describing a great regional block of states including all of Texas, Oklahoma, Louisiana, New Mexico, Arkansas, and Mississippi, plus 26 counties of western Tennessee. It is based on a surprisingly convincing analysis of an immense mass of data, mixed with the necessary amount of imagination to bring it to life and demonstrate its workability. In the end, it plausibly places the city of Dallas in the strategic

Beautiful Girls. Dallas is famous for them. Below is a sample, sweet Linda Darnell, now of the movies.





Dallas After Dark. Glowing neon landmarks of the city light up the lofty night skyline. Six new office buildings, ten to twenty-two stories tall, are presently going up. A massive Merchandise Mart is in prospect.

midst of a population group of 18 million people with yearly spending power of more than 17 billion dollars.

The dawning realization of what is going on accounts for an influx into Dallas of new enterprises of varied types and proportions. The decision of a nationally known truck trailer company (Fruehauf) to construct a costly new regional plant at Dallas is a current instance among many. Another is the purchase of the vast wartime Continental Motors plant by a worldwide dairy house (Kraft).

A new Southwest edition of The Wall Street Journal, published in a modernistic, new plant in Dallas housing a sizable regional staff, makes it possible now for business executives in some 10 states to have that great, money-wise sheet on their doorsteps on the day of issue.

GEOGRAPHICALLY, it seems that Dallas is just about it. The planes that wing across the country find the city a natural junction point of the lower United States; and further than that, the city shapes up as a genuine crossroads of the hemisphere.

An international airline (Braniff) with headquarters in Dallas enterprisingly has agents selling tickets even in cities like Los Angeles and San Francisco, which it does not fly to directly, suggesting a week-end in Havana via connecting lines to Dallas, and thence to the Cuban gay spot. Flying time from Dallas is about 5½ hours.

This spring this same line (which has 11,600 miles of routes now certificated, employs 2,500 people, 1,500 of them being at Dallas, serves 38 cities, and has a $6,000,000 yearly payroll) inaugurated a new schedule of flights from Texas points to Rio de Janeiro, connecting at Lima, Peru, with its established service via Caribbean, Canal Zone, and Ecuador points.

It was not so long ago that this airline, still bearing the name of the man who founded it in the 1920's and who still heads it, moved from its original home base in Oklahoma to Dallas.

Because of Dallas' strategic position on the air routes, an American in Mexico City can now pick up a copy of a Dallas newspaper at breakfast time which is the same edition being read at the same time by the newspaper's home subscribers, and said to be the only such edition of a United States daily available there that way.

The reason is that a non-stop flight (American Airlines) to the Mexican metropolis leaves Dallas at 4 a. m. and arrives there 3 hours 35 minutes later, and is downtown at the Hotel Reforma, or the new Del Prado, say, in a half hour. The Dallas newspaper zealously gets its bundle of copies hot off the press aboard that flight before daybreak each day.

It further means that anybody in Mexico City wanting to do business with Dallas, or with the United States via Dallas, reads the advertisements when they are same-day fresh. Inasmuch as Dallas is one of the telephone system's eight long-distance centers in the country (and one of Western Union's six division centers) the Mexican operator can get Dallas as simply as phoning across the street, and the signal is just as clear.

There is this suggestive factual story of an executive in the big regional setup of International Harvester in Dallas. He kissed his wife goodbye in the morning and was back home for dinner. Did he have a good day in Chicago, dear, she wanted to know. That's Harvester's home office, of course.

It wasn't such a difficult trick at that, when it is realized that there is a DC-6 schedule making Dallas-

Chicago in 3 hours 5 minutes (again Dallas' Braniff or American). Dallas-New York non-stop by airline is 5 hours 50 minutes (another 15 hours and you're in London), and Dallas-Los Angeles 6 hours 15 minutes. You're in New Orleans before you know it – 1 hour 49 minutes from Dallas – and Atlanta's less than four hours away flying Delta.

In an aviation age, getting more so all the time, the position of a city in this respect becomes the consideration that its railroad position or its port position once was. It is said Dallas is among the top ten busiest airports in the country; in point of gross ticket sales, it was recently ranked eighth, and sixth from the standpoint of originating airmail.

Planes land or take off on an average of every 4 minutes around the clock, and 688,116 airline passengers deplaned or emplaned at Love Field in the one-year period most recently counted.

At Love Field, too, there is a company which is the air equivalent of an auto repair shop, only its customers come from all points of the compass, and their machines are executive type airplanes.

This industry (Southwest Airmotive) employs 175 people, did 2½ million dollars in gross sales last year, is one of only four Pratt & Whitney Aircraft representatives in the country, and in one typical recent month took care of 650 planes which came from 34 states and four Latin countries. It has three big hangars, a warehouse, and a fourth hangar going up.

THE iron horse (as well as the Flying Red Horse of the great Magnolia Petroleum Company, which glows in a neon gallop against the night sky) also continues to do business in a big way in Dallas, there being nine mainline railroads serving it, including the home office of the Texas & Pacific.

The chairman of the board of the Missouri-Kansas-Texas Railroad ("the Katy") seems to prefer to live in Dallas, and has instituted a kind of renaissance in his corporation which has given Dallas and other Texas men of finance a healthy new role in the setup. The city's Union Terminal recently underwent a glittering modernization to the tune of $1,023,000.

The busses roll into and out of Dallas, and recently the new Continental Bus System was formed in a great merger arranged by Dallas thinking, making the city the home of the largest independent bus setup in the country with 25,000 to 27,000 miles of routes. A New York-to-Los Angeles service will be included, with Dallas the single changeover point.

The skyline of Dallas is a restless, shimmering silhouette that leaps up with almost sudden force out of the flatness of the land round about in America's great plains country. It is a skyline that people talk about, remember, and seem always to be bewitched at seeing, whether for the first time or the nth time.

It is a skyline, unlike so many in urban America, luminous and smoke-free and generally favored by the almost sapphire blue and endless bell of sky that is so striking in that part of the country. Nature's lavish gift of natural gas in the area, fueling its fires, accounts for the cleanliness of the air, for the gas burns smokelessly.

Still echoing pleasantly in the memory of the industrial family that serves the Southwest is the phrase, "By the grace of God, geography and natural gas," which the inspired Dallas Chamber of Commerce flashed before the rest of the country (ads in New York Times, Wall Street Journal, Washington Post, etc.) when the big coal strike paralyzed commerce elsewhere, but failed to cramp the style of gas-using Texas or halt the movements of its crude-oil-burning locomotives. Coal is something that the average Dallas child has never seen.

On the streets, moving among Dallas' white towers of buildings and among the new ones going up, are a

On the Runway. Fashion shows are many in Dallas, model schools busy, the apparel industry flourishing (180 manufacturers, 7,265 workers).



sunlit lot of people, the Dallasites. It has been said that one sees happier faces in Dallas than in a great many places. It is probably a fact, for the spirit of the West and a great free wind of opportunity seem to wash through the air. Even the millionaires are happy there.

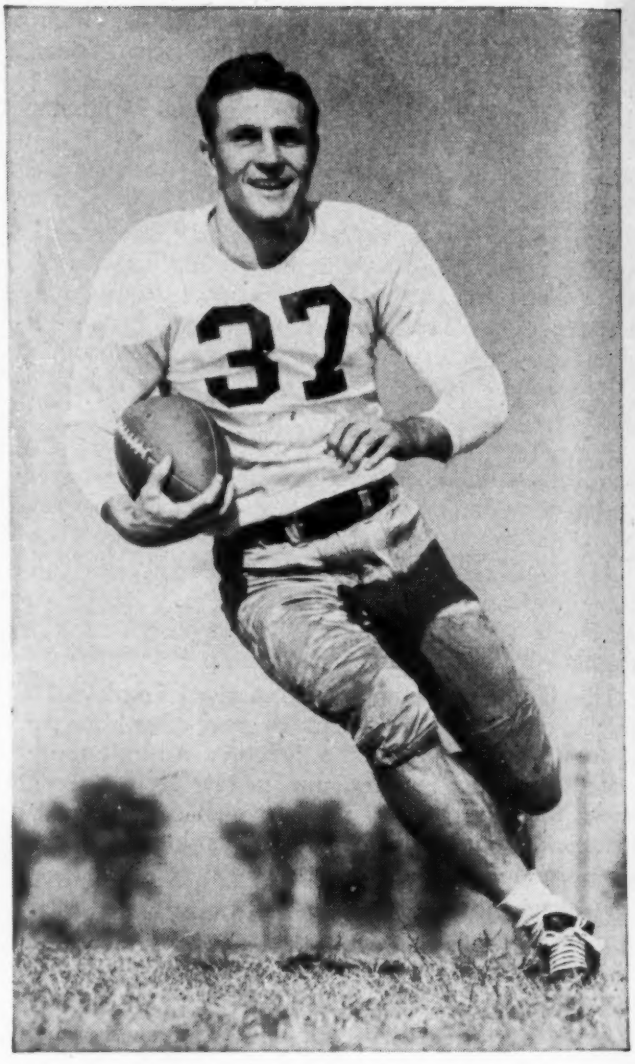
As an exhibit bearing on the subject, an executive recently settled in Dallas reports that one of his daughters, a girl named Susan, who was still going to school in the East, spent the holidays with the family in their new home in Dallas, and before she went back he asked her if she'd noticed any difference in the Dallas people.

She replied immediately, "I'll tell you one thing, Dad, I see more people with smiles on their faces than in any place I've ever been."

The lovely girls of Dallas are now a legend, and they must be included in any sagacious inventory of the city's assets. "The eternal feminine spurs us on," said the German poet 150 years ago, and while he never knew about the Dallas variety, the idea is there.

Said a visiting press agent the other day, and whether it was blarney or not, he took the trouble to say it, "Even the ugly girls are beautiful in Dallas." Someone has said, and there appear to be no statistics available on it, that there is more brassiere advertising in the Dallas newspapers per capita than those of any other city. But it is probably also a town where the girls wear fewer girdles, and need them less. Feminine allure is carried to a point of civic pride in Dallas, the way Hollanders cultivate tulips. Dallas is the home of Linda Darnell, among others.

There is a store in Dallas, technically known as a specialty store, that is a kind of school for fashion, a mirror of gracious living, and a bearer of culture, all wrapped in one. It also is big business. Its name (Neiman-Marcus) is a Dallas name heard round the world.



Football Frontier. Doak Walker (above), Dallas' Southern Methodist University's all-American, will be back for the 1949 season. Notre Dame will invade Dallas.

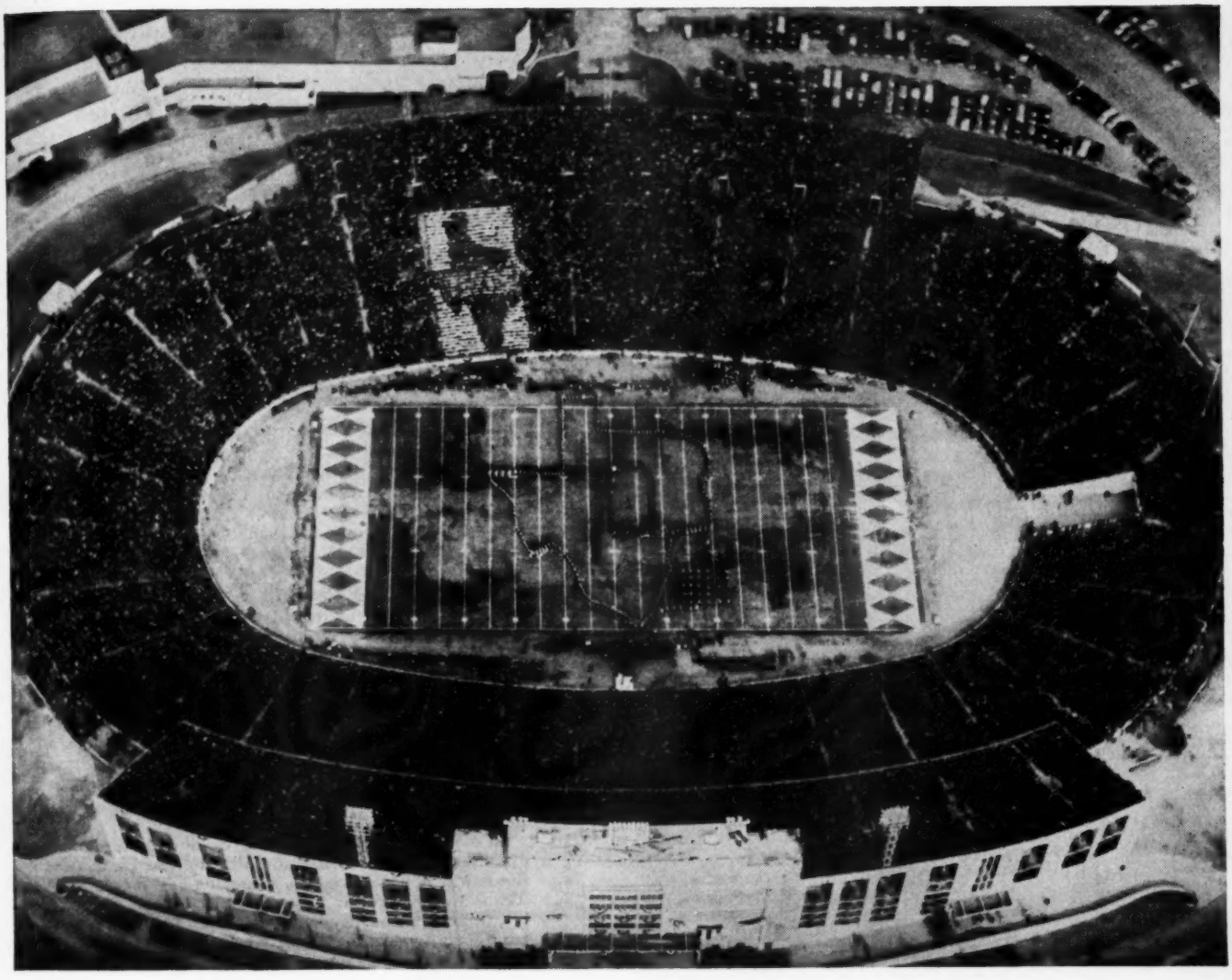
Time Out. At TEMCO (Texas Engineering & Manufacturing Company) a crew works on a C-54 transport flown to Dallas from Germany for overhaul after grueling airlift runs. Versatile TEMCO's 3,000 employees also make Swift-model light planes, Coca-Cola truck bodies, popcorn machines, other items, in a 1,200,000-square-foot plant (formerly occupied by North American Aviation).



Certainly a commercial establishment, yet it is somehow treated as more of an institution, which by some alchemy of conditions it has actually become. Certainly a local retail store, yet it has created its own version of the feminine ideal, and this no longer is restricted to Dallas or even the Southwest. Women everywhere seem to pursue the enchantment of this ideal.

Annually, in the fall, this store puts on a great fashion exposition, and this brings to Dallas from New York or Hollywood or Rome, Italy, a number of notables to receive an award. It is a strange, unexpected spectacle.

People who have made the Dallas pilgrimage include names like Christian Dior of Paris, he of the New Look, and Elizabeth Arden of blue horses and cosmetic fame, and the great Schiaparelli and Lilly Dache, the hat lady, and Hattie Carnegie. The store has also seen itself equal to giving recognition to the Metropolitan



Cotton Bowl. Bird's eye view of crowd at 1949 New Year's Day game between Dallas' S. M. U. team and Oregon U. Enlarged bowl next season will be bigger than Yankee Stadium.

(Photograph by Squire Haskins, Dallas.)

Museum of Art and The New York Times, and these institutions have delightedly dispatched emissaries to Dallas to accept the nod.

Basically, the lesson of this store is the perennial one of the power of ideas, and one more illustration of the Dallas attitude that the big time is where you make it. Dallasites figure that it ought to be Dallas, the city they love with a passion.

Fashion-consciousness and the rich commodity of native pulchritude have been an incentive to the creation of an apparel industry in Dallas which has made it one of the leading and gayest of such centers. One Dallas manufacturer took over Madison Square Garden in New York to stage a fashion rodeo.

So intimately are fashion and culture related in Dallas, a condition which is frequently a mark of cosmopolitanism, that recently Dallas was the scene of a novel "Symphony of Fashion." The city's celebrated orchestra, under Antal Dorati, joined hands with its clothing artists for the event. The editors of Vogue magazine selected the locally produced fashions and a Broadway stage director produced the extravaganza. Spectators paid admission ranging down from a $12 top for seats in the handsome State Fair Auditorium.

CHANCE VOUGHT AIRCRAFT, formerly for many years a part of the industrial landscape of New England, descended enthusiastically on Dallas, and became, at one fell swoop, the biggest industrial unit in the area. It would be big anywhere. Its products are the kind that make the newsreels—the famous Corsair naval pursuit plane and now the furiously fast jet models, the Cutlass and the Pirate.

Something like 1,500 key oldtime employees are being voluntarily transplanted, and evidently liking it, from their old Yankee homes a distance of about 1,687 miles to a new life in Texas. It is difficult to find a parallel to this move anywhere in the country.

Before it is completed, the aircraft company will have moved an estimated 30 million pounds of material cross-country, using about 900 to 1,000 freight cars to do it. The force of original Nutmeg-Staters is gradually being swelled by the hiring of local people (some



Yankee Cowboy. Schoolboy member of one of the families from New England which went to Dallas with Chance Vought is 11-year-old Robert Fischer. He lost no time in going happily Western.

4,431 were at work 11 months after the move started), and an eventual peak employment of about 8,000 is envisaged. Then the company's payroll will be about $25,000,000 yearly.

The story is told that when the Eastern company (which is a division of United Aircraft) was close to its final decision on the move, the phone rang in the office of a Dallas business executive. Beisel was telephoning from Bridgeport, Conn., to say he had just been told by his engineers it was absolutely necessary that the runways of a city-owned airfield adjoining the plant be lengthened another 2,000 feet. The move depended upon it.

Before the day was over, Beisel received a return call from Dallas. They told him that the City Council had been called into an emergency meeting in the meantime and a sum of $256,000 was appropriated to take care of the runways. Work would commence. Anything else they could do for him? The transaction is the kind of rapid-fire surprise that Dallas men spring every now and then.

It may be that there is more information about the city of Dallas to be had for the asking today in the state of Connecticut than can be found anywhere away from the Trinity, the meandering river that flows past Dallas. Before the move, Chance Vought set up a special room with an attendant at the old plant with all sorts of information about Dallas, even down to price lists from an A. & P. store there, or pictures of a Dallas house and how much it would sell for. The Dallas newspapers were received for reading.

But the chief question on the minds of the people in going to Texas was what about the children and their future. They wanted to know whether there was more opportunity or less there. Beisel tells it:

> **Well, the answer that I came up with was a very positive MORE!**
>
> **I want to tell you how I arrived at this answer—**
>
> **More opportunity—because Texas is a new land, a young and growing region. Here are a few interesting facts which add emphasis to this thinking:**
>
> **The population of Texas is really growing. It has increased 137 per cent since 1900. New England, with which we are familiar, has increased only 66 per cent in that same period.**
>
> **The industrial employment of Texas has increased from 199,000 to 350,000 in the past eight and one-half years—an increase of 76 per cent. During the same period, the industrial employment in the New England states increased less than half the percentage gain in Texas.**
>
> **In making comparisons, we must not forget the all important consideration of room for future growth. The area of Texas is more than four times as great as all of New England. Our children are not going to be crowded, or lack elbow room here in Texas with 27 persons per square mile as compared to 147 persons per square mile in New England.**
>
> **In a young, new country progress and advancement are often delayed by lack of transportation facilities. Although there was a time and not more than 20 years ago that Texas was somewhat isolated from the rest of the country, that is no longer a handicap. The advent of air transportation has, I believe, completely dispelled any notion in any part of the U. S. that Texas is an out-of-the-way place. It has also brought all parts of Texas closer together, an achievement which in itself is no small feat. Here is an interesting comparison. In New England a great many people do their traveling from Boston to New York by train. Well, it takes just as long to make this train trip as it does to fly from Dallas to New York. I don't think we are the least bit isolated. How could our children fail to find opportunities and gain success in a new land and young region like Texas?**

CITIES like Dallas, like the great new frontierland around it, are growing the way cities grow in fast movies. A girl in a Dallas office the other day hearing the sound of a pneumatic drill being used by a street crew thought for a minute it was some riveting. "Are they starting another building?" she asked.

Money doesn't grow on trees in Dallas, to be sure, but it seems indubitably to grow in the banks. Years ago, when the Federal Reserve System was casting about for a location for its bank for the Southwest, rivalry was intense among Texas cities. But Dallas was the choice, and it's been a financial center ever since. The Dallas banks are the biggest in the state, and the lendingest in the country (ratio of loans to deposits.) The Reserve Bank's resources in the past fifteen years increased nearly tenfold (about 196 million in 1933 to 1 billion 174 million in 1948) and total resources of Dallas' commercial banks jumped even more than that,



Progress Report. At a Chamber of Commerce banquet, blown-up special editions of the Dallas dailies headline industrial gains. Dallas' newspapers are headed by writing publishers.

going spectacularly from 181 million to 1 billion 824 million.

There was a time when oil men had to go East to finance their operations, but the change has come. An oil man was able to go to a Dallas bank after the war and there arrange a $15,000,000 loan to carry him. When a regional utility (Lone Star Gas, Dallas) decided on a $50,000,000 bond issue for its expansion program, the Dallas banks snapped up a large part of it. The city is also known as a major insurance center.

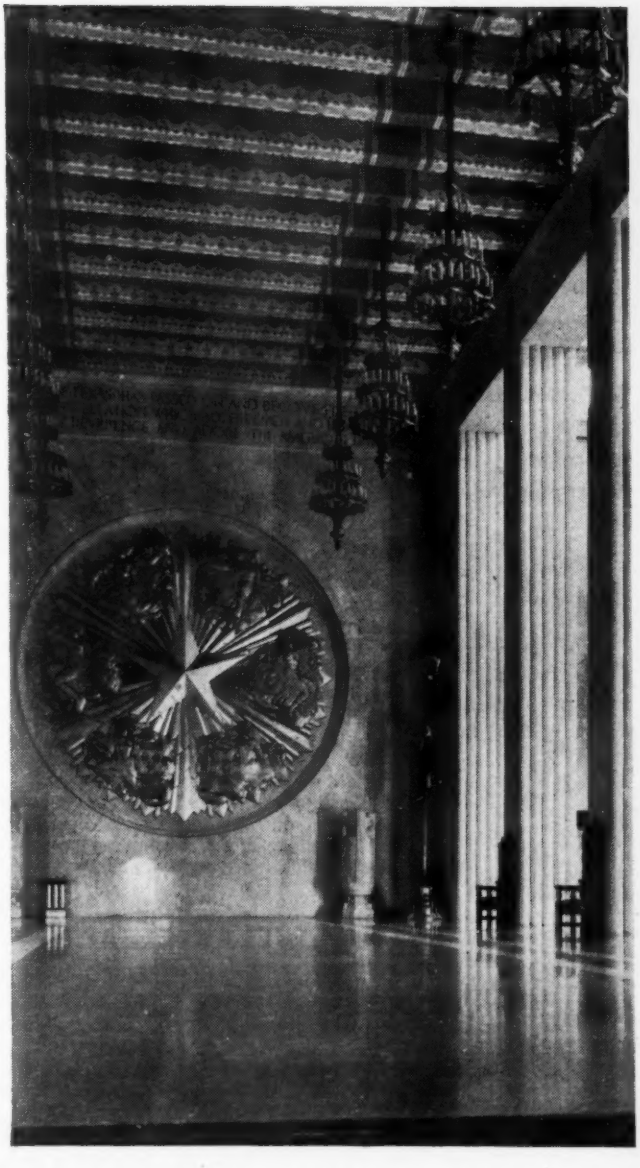
POWER is conveniently taken as a yardstick of economic growth. Kilowatts in Dallas will become available in new abundance to meet the constant upward curve of demand. The electric company (Dallas Power and Light) now has under way an expansion to double its power plant capacity in the next five years, or so. Unlike so many other cities, Dallas has known no rationing of electricity at any time.

The Cotton Bowl at Dallas (Dallas being a world cotton market and cotton machinery center) is, of course, celebrated for harboring football encounters of the caliber spotlighted in sportdom nationally. The city, like the whole region, is pigskin-happy from the time the first frost brings the chilly crickets out of hiding until the New Year's Day classic.

They had to enlarge the Bowl in 1948, building about 22,000 more seats plus a huge press-radio-television gallery to accommodate national coverage, but thousands were still turned away from games, so now they're expanding it again. It will seat 75,193 this season, or better than Yankee Stadium.

Mr. Ewell Doak Walker (of Dallas' Southern Methodist U.), the idol of the magazine covers, will be back in '49, a year which will see Notre Dame's Celtic eleven travel to Dallas.

Let's go shopping in Big D. There's a department store in the city (Sanger Bros.) which, as part of its activity in selling approximately 18 million dollars'



Hall of State. Interior of one of imposing, diverse buildings grouped in the 195-acre State Fair of Texas grounds on edge of downtown Dallas. Also there are Museum of Fine Arts, State Fair Auditorium, Starlight Operetta, agricultural, industrial, automotive exhibit halls, plus playtime Midway.

worth of merchandise a year, gives customers free Spanish lessons, pays their carfare to town to shop, and cashes their checks when the banks are closed.

It also supplies nine hours of continuous music during the night on a frequency modulation (FM) station to keep wakeful citizens soothed, flies Santa Claus into the city every Christmas and does the same for Mr. and Mrs. Bunny at Easter, and in December distributes its own prettily-colored paper money for customers to shop with as thrift rewards on purchases made during the year.

This store's slogan is Forward With Texas Since 1857, which isn't bad, either as slogan or as fact, if you know Texas and what's been going forward.

There is another store, at the other end of the shopping spectrum, that has a hanging fountain that sprays perfume, and it is the custom of the women shoppers as they walk by to dip their fingers into it to sample the current fragrance.

On the outside, this same store (Titche-Goettinger) has planted a metal circle in the concrete sidewalk, and its lettering, scuffed bright by pedestrian throngs, obliges the passerby with the information that Dallas at that point is at an elevation of 459 feet above sea level and at 96 degrees 42 minutes west longitude and 32 degrees 46 minutes north latitude on the globe of the earth. One shouldn't get lost in Dallas.

But Dallas merchants also have a way of being acutely conscious of civic affairs around them. Frequently full-page advertisements in the newspapers signed by the stores are concerned with community causes rather than selling. One store brightens its display advertising with a cheery "Good morning!" in one corner, and its own little weather footnote.

Before the war, Dallas' Arthur Kramer, head of a department store (A. Harris & Co.), came home from a trip to New York with the news that there was a golden chance to bring the Metropolitan Grand Opera Company to the city for a spring season. The company had never performed that far west till then. But it was necessary to put up $175,000 cash fast as a guarantee. His enthusiasm plus the bigness of the idea won out. Ever since (except during the war) April has brought a fashionable "Met" season to Dallas.

All over the wide sunny Dallas suburbs there are big new shopping centers, many of them multi-million-dollar affairs, each with a supermarket, a giant economy-size chain drug store, a deluxe picture show with a blazing marquee, etc., etc. And all have deep bays of parking space out front, often three, four, and even five tiers deep, to hold the plumage-bright flocks of automobiles that everybody in the city seems to drive everywhere.



(Map by Richard Cheshire, Dallas.)

One such suburban center has come up with such incredible speed and on such a large scale that they call it, simply, "The Miracle Mile."

These days Dallasites are repeating to each other the words which a great churchman of the city, Dr. George Truett, gave them as a heritage: "Hats off to the past—coats off to the future."

AUTHOR'S NOTE: The above article represents a piece of cooperative, neighborly advertising by several leading Dallas business institutions.

In assigning a magazine writer to the job, they told him to treat his subject freely, if not exhaustively. And they further told him to forget about trying to sell anybody's particular bill of goods.

In itself, it is another example of a certain Dallas spirit which, since earliest days, has moved Dallas men to put pride of city before narrower considerations.

No attempt has been made to be all-inclusive; that would require a book. No mention has been made of the planned $15,000,000 Dallas civic center, or of its magnificent State Fair, to cite omissions at random.

Whoever you are, wherever you are, it is hoped that you have enjoyed reading something about Dallas, one of America's many fine cities—a city which invites you to visit, stay, do business, or play. You're always welcome in Dallas!

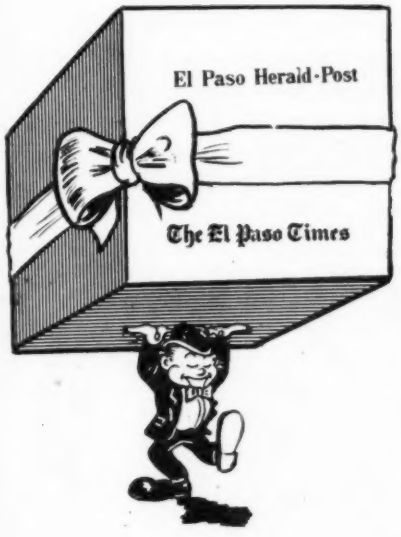
The following advertisers cooperated in the presentation:

DALLAS CHAMBER OF COMMERCE
DALLAS CLEARING HOUSE ASSOCIATION
COMPOSED OF THE FOLLOWING BANKS:

First National Bank in Dallas
The National Bank of Commerce
Dallas National Bank
Mercantile National Bank at Dallas
Republic National Bank of Dallas
National City Bank of Dallas
Texas Bank & Trust Co. of Dallas
Grand Avenue State Bank
The Hillcrest State Bank
Oak Cliff Bank & Trust Company
City State Bank of Dallas
Lakewood State Bank of Dallas
Empire State Bank of Dallas

DALLAS MANUFACTURERS' & WHOLESALERS' ASSOCIATION
THE DALLAS MORNING NEWS
THE DAILY TIMES HERALD
DALLAS POWER & LIGHT COMPANY
LONE STAR GAS COMPANY

In El Paso, Texas the Big Package is even Bigger in 1949



Population, City and RTZ, 561,100; gain of 14.9% over 1948.
Number of families, City and RTZ, 158,000; gain of 16.2% over 1948.
Total Retail Sales, $483,842,000; gain of 26% over 1947.
Effective Buying Income, $631,951,000; gain of 12.1% over 1947.

(Above figures from "Survey of Buying Power," copyright Sales Management 1949. Further reproduction not licensed.)

Daily Combination Circulation How Over 75,000
Sunday Combination Circulation How Over 84,000

El Paso Herald-Post
A SCRIPPS-HOWARD NEWSPAPER
EVENING

The El Paso Times
AN INDEPENDENT NEWSPAPER
MORNING and SUNDAY

Newspaper Printing Corp. Publishers' Agents. El Paso, Texas. Represented nationally by Texas Daily Press League, Inc., and Scripps-Howard General Advertising Dept.

TEXAS — (Continued)

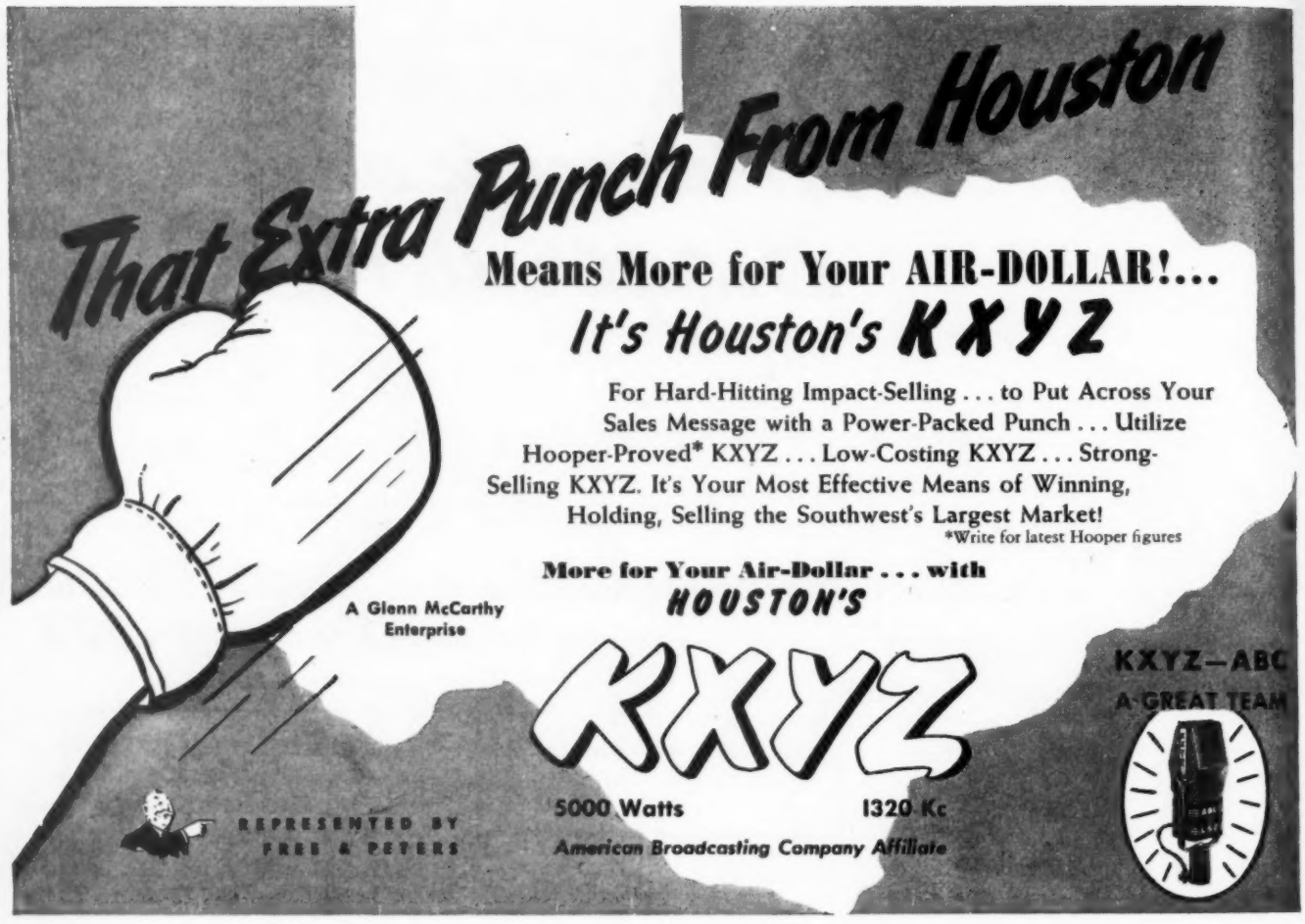
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
El Paso.....40	171.7	.1172	48.9	156,156	.1196	29,394	29,420	5,129	11,878	.....	212,352	.1124	1,237	4,343	B	8.4	.1155	99
▲El Paso.....	134.5	.0918	39.5	143,507	.1099	24,818	29,116	4,814	*	E	184,218	.0975	1,370	4,664	.....	.....	.1001	109
Erath.....	15.4	.0106	4.5	10,342	.0079	2,897	1,513	362	208	.....	14,874	.0079	966	3,305	C	52.1	.0084	79
Falls.....	26.8	.0182	7.2	13,984	.0107	4,697	1,315	713	210	.....	22,724	.0120	848	3,156	B	66.3	.0129	71
Fannin.....	31.5	.0215	9.0	16,173	.0124	5,836	1,734	953	768	.....	22,386	.0119	711	2,487	B	61.9	.0140	65
Fayette.....	24.1	.0165	6.7	13,040	.0100	2,709	862	374	357	.....	20,733	.0109	860	3,094	B	70.9	.0118	72
Fisher.....	10.7	.0073	2.8	4,766	.0037	1,759	496	229	*	.....	7,140	.0038	667	2,550	B	63.7	.0045	62
Floyd.....	10.8	.0074	3.0	7,179	.0055	1,570	674	313	383	.....	10,458	.0056	968	3,486	B	55.2	.0059	80
Foard.....	4.7	.0032	1.4	2,909	.0022	836	133	145	*	.....	4,682	.0024	996	3,344	D	54.7	.0025	78
Fort Bend.....	30.2	.0206	8.1	19,830	.0152	4,006	1,082	627	348	.....	27,674	.0147	916	3,417	B	58.3	.0160	78
Franklin.....	6.0	.0041	1.7	2,833	.0021	778	266	*	*	.....	3,914	.0021	652	2,302	F	66.8	.0025	61
Freestone.....	15.4	.0105	4.3	8,169	.0063	2,161	541	290	307	.....	13,056	.0069	848	3,038	E	63.2	.0074	70
Frio.....	8.1	.0055	1.9	3,657	.0028	980	199	132	*	.....	5,521	.0029	682	2,906	D	57.6	.0034	62
Gaines.....	6.7	.0046	2.1	8,588	.0066	1,571	353	374	272	.....	5,754	.0030	859	2,740	E	18.6	.0044	96
Galveston.....48	110.0	.0751	33.3	112,595	.0862	26,962	11,454	3,185	7,226	.....	168,960	.0895	1,536	5,074	E	2.7	.0856	114
▲Galveston.....	80.0	.0546	25.2	89,288	.0684	20,947	9,808	2,781	6,074	E	135,920	.0720	1,699	5,394	.....	.....	.0674	123
Garza.....	6.7	.0046	2.0	4,452	.0034	1,153	342	157	*	.....	7,326	.0039	1,093	3,663	E	52.9	.0039	85
Gillespie.....	9.3	.0063	2.5	7,434	.0057	1,786	232	158	218	.....	10,739	.0057	1,155	4,296	D	55.8	.0058	92
Glasscock.....	.7	.0005	.2	286	.0002	*	*	*	*	.....	431	.0002	616	2,155	F	57.9	.0003	60
Goliad.....	6.7	.0046	1.7	3,282	.0025	720	*	133	*	.....	5,218	.0027	779	3,069	E	69.6	.0036	65
Gonzales.....	20.1	.0137	5.3	10,792	.0083	2,940	729	277	175	.....	16,910	.0090	841	3,191	B	63.4	.0097	71
Gray.....	26.1	.0178	7.6	28,029	.0214	6,916	3,214	1,351	1,189	.....	24,606	.0130	943	3,238	C	9.4	.0165	93
Pampa.....	18.3	.0125	5.7	23,515	.0180	5,130	2,961	1,207	1,165	G	20,128	.0106	1,100	3,531	.....	.....	.0132	106

▲ See end of state "Metropolitan County Areas."

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Before using these figures, see explanation page 19.
*Withheld to avoid disclosure.



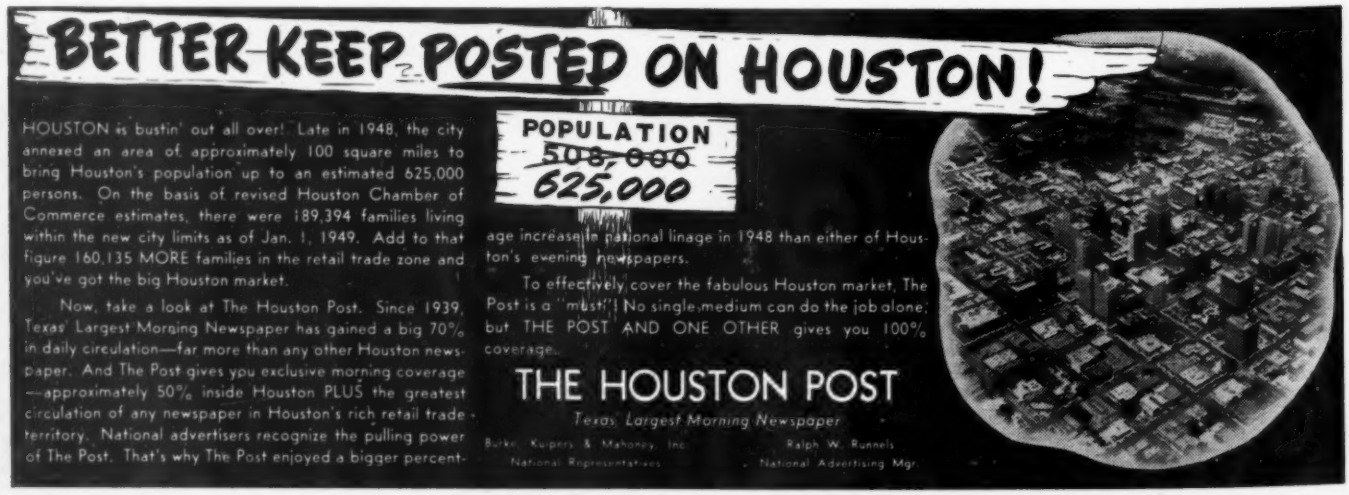
TEXAS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S.A. Potential	Quality of Market Index
Grayson	74.7	.0510	22.6	58,406	.0448	14,970	7,230	2,082	3,800	.....	78,440	.0415	1,050	3,471	B	27.9	.0444	87
Sherman	26.6	.0182	8.3	26,342	.0202	5,628	4,076	1,082	1,971	H	28,782	.0153	1,082	3,468	.....	.....	.0174	96
Denison	20.7	.0141	6.8	20,851	.0160	5,294	3,012	760	1,681	H	28,835	.0152	1,393	4,240	.....	.....	.0152	108

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Before using these figures, see explanation page 19.



NOW ADD *Industry*

. . . to swell income and sales in this great Southwest market

The influx of industry into the Southwest is adding new millions to more than $2,000,000,000 spendable income and $1,200,000,000 retail sales from the basic agriculture, livestock, timber, petroleum, and distributing business of the market represented by TDPL dailies—the single largest, most stable market of this rich area.

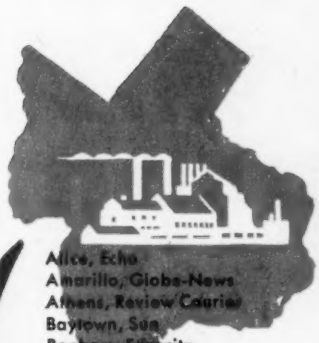
Spot buy — selectively..ALL or any part of this vast, diversified market with ONE ORDER - ONE CHECK

Here is DIRECT
. . LOCALIZED
. . COOPERATIVE
CONTACT

TEXAS DAILY PRESS LEAGUE *Inc.*

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DETROIT • DENVER • LOS ANGELES • SAN FRANCISCO • MEXICO CITY, D. F.

***CALL A TDPL MAN**—for complete data . . . any group analysis . . . or individual newspaper's data—any service is freely and gladly offered. Write, wire, or phone any TDPL Office.*



Alice, Echo
Amarillo, Globe-News
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Borger, Herald
Breckenridge, American
Brenham, Banner-Press
Brownwood, Bulletin
Bryan, Eagle
Childress, Index
Cisco, Press
Cleburne, Times-Review
Coleman, Democrat Voice
Corsicana, Sun
Cuero, Record
Dalhart, Texan
Del Rio, News-Herald
Denton, Record-Chronicle
Eastland, Telegram
El Paso, Herald-Post Times
Gladewater, Times-Tribune
Gonzales, Inquirer
Greenville, Banner
Henderson, News
Hillsboro, Mirror
Lamesa, Reporter
Laredo, Times
Longview, Journal, News
Lubbock, Avalanche, Journal
Mexia, News
Midland, Reporter-Telegram
Mineral Wells, Index
Nacogdoches, Sentinel
Odessa, American
Palestine, Herald & Press
Pampa News
Plainview, Herald
Ranger, Times
Rio Grande Valley Group
(Brownsville Herald)
(Harlingen Valley Morning Star)
(McAllen Monitor)
Sherman, Democrat
Sulphur Springs, News-Telegram
Sweetwater, Reporter
Taylor, Press
Temple, Telegram
Texarkana, Gazette, News
Texas City, Sun
Vernon, Record
Victoria, Advocate
Waxahachie, Light

NEW MEXICO



Carlsbad, Current Argus
Clovis, News-Journal
Portales, News
Raton, Range
Roswell, Dispatch
Tucumcari, News

Champaign-Urbana, Ill., News Gazette

Don't Overlook These 365,000 Prosperous East Texas People

KFRO LONGVIEW, TEXAS

- A trade area of approximately 365,000 people.
- 20,000 wage earners receiving over $3,500,000 in pay monthly.

JAMES R. CURTIS, *President*
Curtis Building, Longview, Texas
Representatives: Donald Cooke, Inc.

KFRO
The EAST TEXAS
ABC STATION
1000 WATTS

TEXAS — (Continued)

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COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
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Gregg	62.4	.0426	18.3	72,094	.0552	16,622	6,630	2,614	5,040	.....	74,880	.0397	1,200	4,092	F	9.1	.0449	105
Longview	28.2	.0193	8.8	27,972	.0214	5,334	3,926	1,203	2,863	G	40,493	.0215	1,436	4,601	.....	.....	.0210	109
1Kilgore	13.2	.0090	4.4	23,430	.0179	4,491	1,775	735	1,439	.....	18,912	.0100	1,433	4,298	.....	.....	.0122	136
Grimes	15.4	.0105	4.3	8,439	.0065	2,623	652	337	221	.....	13,359	.0071	867	3,107	E	56.7	.0078	72
Guadalupe	22.1	.0151	6.0	11,526	.0088	3,947	320	254	390	.....	18,205	.0096	824	3,034	C	59.0	.0105	70
Hale	22.7	.0155	6.3	20,129	.0155	4,038	1,900	906	*	.....	25,834	.0137	1,138	4,101	B	39.9	.0146	94
Plainview	18.0	.0123	5.4	15,058	.0116	2,997	1,513	785	464	H	13,718	.0073	762	2,540	.....	.....	.0096	78
Hall	12.1	.0082	3.4	8,259	.0063	2,247	718	483	361	.....	11,053	.0058	913	3,251	B	46.8	.0064	78
Hamilton	10.7	.0073	3.1	7,525	.0057	2,306	674	265	189	.....	10,518	.0056	983	3,393	D	60.3	.0060	82
Hansford	2.7	.0019	.7	3,431	.0027	460	*	109	61	.....	2,319	.0012	859	3,313	B	49.6	.0018	95
Hardeman	10.6	.0072	3.0	7,585	.0058	2,105	497	290	*	.....	11,646	.0062	1,099	3,882	C	42.5	.0063	88
Hardin	16.1	.0110	4.6	8,393	.0064	2,133	320	254	121	.....	13,022	.0069	809	2,831	G	16.0	.0076	69
Harris 54	752.4	.5136	220.9	859,844	.6586	178,717	92,966	26,438	63,486	.....	1,246,140	.6597	1,656	5,641	B	3.3	.6301	123
▲†Houston	624.0	.4259	182.5	814,420	.6238	164,241	91,014	24,354	61,201	B	1,101,389	.5830	1,765	6,035	.....	.....	.5638	132
ØBaytown	26.1	.0178	7.6	22,432	.0172	4,936	1,011	792	1,102	H	25,249	.0134	967	3,222	.....	.....	.0154	87
Harrison	52.8	.0361	14.2	28,552	.0218	7,362	2,971	1,035	1,341	.....	46,570	.0246	882	3,280	E	44.6	.0261	72
Marshall	26.0	.0177	7.6	23,327	.0179	5,982	*	1,010	1,341	.....	28,366	.0150	1,091	3,732	.....	.....	.0164	93
Hartley	2.0	.0013	.5	540	.0004	29	*	*	*	.....	851	.0005	426	1,702	C	57.1	.0006	46
Haskell	13.4	.0092	3.7	7,134	.0055	2,306	453	483	68	.....	9,899	.0052	739	2,675	B	60.3	.0061	66
Hays	14.7	.0100	4.0	8,259	.0063	2,377	453	254	307	.....	12,951	.0069	881	3,238	E	46.5	.0073	73
Hemphill	3.3	.0023	1.0	4,017	.0031	884	*	*	29	.....	3,192	.0016	967	3,192	C	40.8	.0022	96

† Includes all annexations to corporate city limits as of January 1, 1949.
Ø Formerly listed as Goosecreek; the cities of Goosecreek, Baytown and Pelleys were consolidated in 1948 into the City of Baytown.

▲ See end of state "Metropolitan County Areas."
1 Kilgore is in Gregg and Rusk Counties.

Before using these figures, see explanation page 19.
*Withheld to avoid disclosure.

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As Usual HOUSTON LEADS THE SOUTH!

Metropolitan Market	Population*	Retail Sales*	Net Effective Buying Income*
HOUSTON Harris, Texas	752,400	$859,844,000	$1,246,140,000
NEW ORLEANS Jefferson, St. Bernard and Orleans, La.	650,400	617,595,000	828,250,000
ATLANTA Dekalb and Fulton, Ga.	573,200	693,795,000	798,881,000
NORFOLK Elizabeth City, Norfolk, Warwick and Princess Anne, Va.	567,400	449,957,000	739,404,000
LOUISVILLE Jefferson, Ky., and Clark and Floyd, Ind.	566,900	545,158,000	810,442,000
DALLAS Dallas, Texas	560,000	799,204,000	935,120,000
BIRMINGHAM Jefferson, Ala.	535,100	543,888,000	671,418,000
SAN ANTONIO Bexar, Texas	422,400	402,750,000	607,264,000
MEMPHIS Shelby, Tenn.	420,400	498,972,000	603,846,000
MIAMI Dade, Fla.	410,000	517,808,000	511,190,000

***Population, Retail Sales, and Net Effective Buying Income include all counties (listed below each city) which make up its metropolitan area. All figures are from *Sales Management's* annual Survey of Buying Power, May 10, 1949. (Copr. 1949, *Sales Management;* further reproduction not licensed.)**

...AND *As Usual* THE CHRONICLE LEADS IN HOUSTON!

In this rich number one market, there is *one paper* that stands out, *one paper* that is essential to your selling plans — The Chronicle. For 36 consecutive years The Chronicle has been the leader in linage and circulation. One of the reasons for this continuous leadership is its amazing *exclusive circulation*— in fact over one-third of all Houston families read The Chronicle *exclusively.** That's over one-and-a-half times greater exclusive circulation than both other Houston papers combined. Readers and advertisers continue to prove their great preference for The Houston Chronicle.

***From a Recent Study by ALFRED POLITZ RESEARCH, Inc.**

The Houston Chronicle

LARGEST CIRCULATION IN TEXAS

R. W. McCARTHY
Advertising Director

M. J. GIBBONS
National Advertising Manager

THE BRANHAM COMPANY
National Representatives

FIRST IN HOUSTON IN CIRCULATION AND ADVERTISING FOR 36 CONSECUTIVE YEARS

TEXAS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Henderson	20.8	.0142	5.5	12,951	.0099	3,862	1,038	678	196		15,059	.0080	724	2,738	E	57.1	.0098	69
Hidalgo	112.0	.0764	27.1	54,005	.0414	12,868	4,319	1,857	3,161		90,734	.0480	810	3,348	A	45.3	.0517	68
●McAllen	21.6	.0148	6.0	17,227	.0132	3,142	2,088	628	1,368	H	18,601	.0099	861	3,100			.0119	80
Hill	31.5	.0215	9.0	17,117	.0131	5,461	1,690	676	543		25,473	.0135	809	2,830	B	55.7	.0150	70
Hockley	22.1	.0151	5.7	7,344	.0056	1,989	398	362	443		10,611	.0057	480	1,862	B	57.2	.0076	50
Hood	5.4	.0037	1.5	2,412	.0019	1,038	121	61	29		4,006	.0021	742	2,671	E	64.9	.0024	65
Hopkins	27.4	.0187	7.6	15,004	.0115	3,675	1,248	626	489		20,604	.0109	752	2,711	B	63.2	.0126	67
Sulphur Springs	11.6	.0079	3.5	11,958	.0091	2,349	1,159	555	489		8,715	.0046	751	2,490			.0066	84
Houston	22.1	.0151	6.1	10,373	.0079	3,214	1,182	507	371		15,666	.0083	709	2,568	D	65.4	.0095	63
Howard	30.0	.0204	8.8	27,039	.0207	5,838	2,994	*	900		30,757	.0163	1,025	3,576	D	19.5	.0184	90
Big Spring	18.9	.0129	5.7	25,066	.0192	4,726	2,994	1,001	900		20,516	.0108	1,086	3,599			.0137	106
Hudspeth	3.3	.0023	.9	1,319	.0010	317	*	*	*		2,598	.0013	787	2,887	E	55.1	.0014	61
Hunt	48.8	.0332	14.3	30,548	.0234	7,681	3,004	1,688	1,579		46,141	.0245	949	3,227	B	46.7	.0259	78
Greenville	18.8	.0128	5.9	20,192	.0155	4,438	2,420	1,075	1,075	H	18,317	.0097	974	3,105			.0121	95
Hutchinson	26.8	.0183	7.9	26,020	.0200	6,857	2,258	1,245	2,077		35,296	.0186	1,317	4,468	D	3.2	.0190	104
Borger	21.3	.0146	6.7	22,559	.0173	5,882	*	1,014	2,077	H	30,866	.0164	1,449	4,607			.0163	112
Irion	1.3	.0009	.4	854	.0007	288	*	*	*		1,258	.0007	968	3,145	E	57.9	.0007	78
Jack	8.1	.0055	2.2	5,158	.0039	1,356	177	290	25		8,385	.0044	1,035	3,811	E	44.0	.0045	82
Jackson	11.4	.0078	3.2	5,831	.0045	1,729	453	169	54		9,015	.0048	791	2,817	D	52.8	.0053	68
Jasper	16.7	.0114	4.4	8,409	.0064	1,902	585	290	93		11,799	.0063	707	2,682	G	28.5	.0074	65
Jeff Davis	2.0	.0013	.5	720	.0006	289	*	*	*		955	.0005	478	1,910	E	40.3	.0007	54
Jefferson 12	224.0	.1529	63.8	208,733	.1598	42,307	28,428	6,352	16,824		304,720	.1613	1,360	4,776	B	3.3	.1592	104
▲Beaumont	108.7	.0742	32.0	115,847	.0887	19,074	17,178	3,515	8,298	F	154,137	.0816	1,418	4,817			.0823	111
▲Port Arthur	74.1	.0505	21.0	78,066	.0598	17,468	10,130	2,044	8,207	H	110,077	.0582	1,486	5,242			.0571	113
Jim Hogg	4.7	.0032	1.2	4,107	.0031	749	276	169	96		4,951	.0026	1,053	4,126	F	37.0	.0029	91
Jim Wells	25.1	.0172	6.3	15,843	.0122	2,680	773	555	493		19,008	.0101	757	3,017	C	39.2	.0122	71
Alice	18.2	.0125	5.1	12,880	.0099	1,975	*	*	493		11,880	.0063	653	2,329			.0086	69
Johnson	33.1	.0226	9.8	17,806	.0136	5,116	1,337	796	1,000		28,525	.0151	862	2,911	B	42.5	.0162	72
Cleburne	18.0	.0123	5.7	12,376	.0095	3,400	1,181	592	821	H	16,287	.0087	905	2,857			.0097	79
Jones	21.5	.0146	5.9	15,783	.0121	4,380	1,878	760	836		24,133	.0127	1,122	4,090	B	45.3	.0129	88
Karnes	15.4	.0106	3.7	8,978	.0069	2,161	409	290	157		14,023	.0075	911	3,790	C	63.8	.0079	75
Kaufman	31.4	.0214	8.9	17,387	.0133	5,246	2,010	700	643		26,299	.0139	838	2,955	B	54.0	.0152	71
Kendall	4.8	.0033	1.5	3,688	.0028	835	78	109	*		5,788	.0030	1,206	3,859	F	54.7	.0030	91
Kenedy	.6	.0004	.2	59	.0001	*		*			322	.0002	537	1,610	F	67.8	.0002	50
Kent	2.7	.0018	.7	1,260	.0009	490	*	*	*		1,806	.0010	669	2,580	E	67.2	.0011	61
Kerr	10.0	.0068	3.0	12,650	.0097	3,054	1,425	382	388		13,207	.0070	1,321	4,402	D	29.9	.0078	115
Kimble	4.1	.0028	1.2	3,626	.0028	981	254	109	321		3,902	.0020	952	3,252	E	45.8	.0024	86
King	1.3	.0009	.4	540	.0004	259	*	*	*		897	.0005	690	2,243	F	76.8	.0006	67
Kinney	4.7	.0032	1.2	1,873	.0014	289	88	*	*		2,830	.0015	602	2,358	E	24.7	.0018	56
Kleberg	14.7	.0101	4.0	9,848	.0076	2,723	1,016	422	393		15,701	.0083	1,068	3,925	D	23.3	.0085	84
Knox	10.1	.0069	2.7	5,741	.0044	1,759	497	398	147		8,771	.0047	868	3,249	C	56.1	.0051	74
Lamar	53.8	.0367	14.8	29,099	.0223	7,503	3,774	1,291	1,394		45,300	.0239	842	3,061	B	47.9	.0260	71
Paris	24.6	.0167	7.1	24,472	.0187	5,258	3,659	1,123	*	H	25,953	.0137	1,055	3,655			.0158	95
Lamb	20.7	.0141	5.8	12,365	.0094	3,300	972	652	293		17,320	.0092	837	3,093	B	55.9	.0101	72
Lampasas	8.7	.0060	2.6	6,310	.0049	1,873	553	277	360		9,249	.0049	1,063	3,557	E	45.5	.0051	85
La Salle	6.1	.0041	1.5	3,133	.0024	864	320	109	*		4,752	.0025	779	3,168	D	59.3	.0028	68

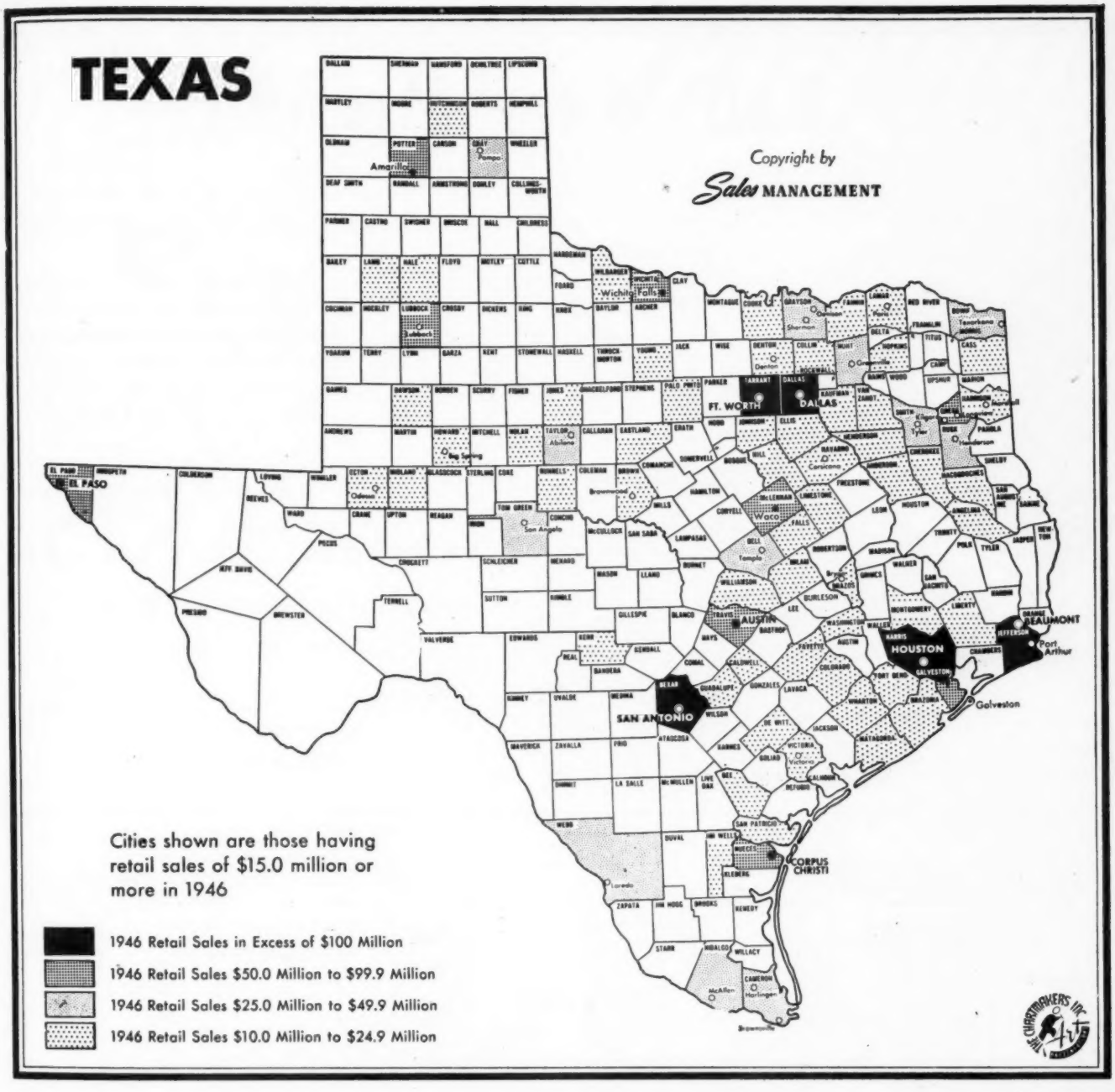
▲ See end of state "Metropolitan County Areas." ● See end of state "Multiple Cities." *Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

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TEXAS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

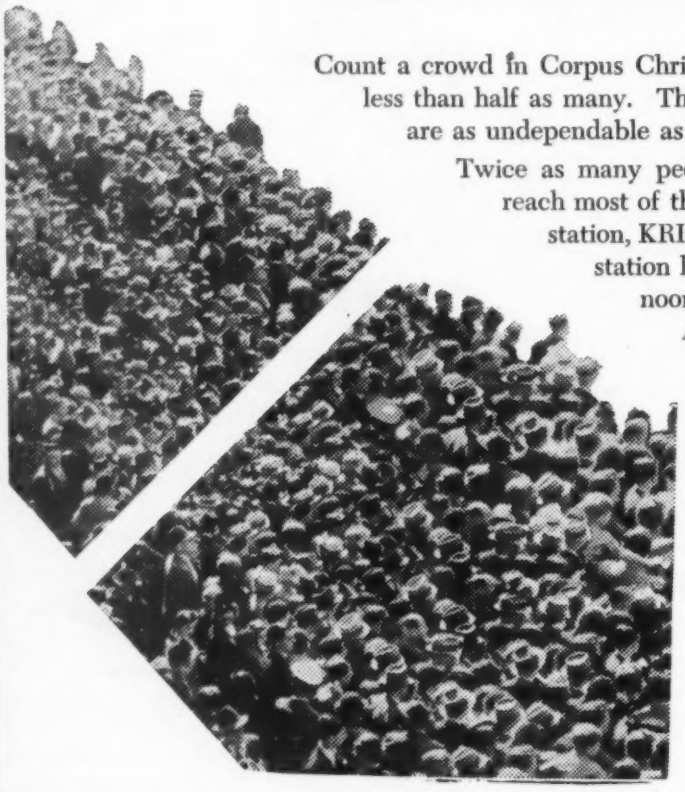
COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S.A. Potential	Quality of Market Index
Lavaca	21.4	.0146	5.9	9,368	.0072	2,134	387	254	129		13,930	.0074	651	2,361	C	71.6	.0088	60
Lee	10.7	.0073	2.7	4,317	.0033	1,138	198	168	139		6,896	.0036	644	2,554	E	70.2	.0043	59
Leon	12.8	.0088	3.5	6,100	.0046	1,643	254	254	147		9,516	.0051	743	2,719	E	68.8	.0057	65
Liberty	22.1	.0151	6.1	16,863	.0129	5,116	840	640	464		22,805	.0121	1,032	3,739	D	27.7	.0129	85
Limestone	23.4	.0159	6.7	13,159	.0101	4,755	1,193	627	538		21,257	.0112	908	3,173	B	56.7	.0118	74
Lipscomb	3.3	.0023	.8	2,833	.0022	432	176	133	*		3,937	.0021	1,193	4,921	D	51.5	.0022	96
Live Oak	7.4	.0050	1.9	4,062	.0031	1,038	100	109	*		6,149	.0032	831	3,238	E	62.6	.0035	70
Llano	4.7	.0032	1.5	4,017	.0031	1,008	154	169	218		5,473	.0029	1,164	3,649	E	47.5	.0030	94
Loving	.2	.0002		105	.0001	57					268	.0002	1,340		G	17.5	.0002	100

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 19.

Half Were Missing



Count a crowd in Corpus Christi – any crowd. Back in 1940 you'd have had less than half as many. This market has grown 100% plus, and 1940 figures are as undependable as 1940 automobiles.

Twice as many people need twice as many goods. And you can reach most of them most of the time with Corpus Christi's No. 1 station, KRIS. In this new BIG market, where no out-of-town station has more than 4% of the audience, morning, afternoon or night, KRIS has always been the leader. Ask your Free & Peters man for availabilities.

Station KRIS

CORPUS CHRISTI, TEXAS

T. FRANK SMITH, President

NBC **TQN**

Represented Nationally by

FREE & PETERS

TEXAS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S.A. Potential	Quality of Market Index
Lubbock 161	81.9	.0559	23.3	89,934	.0689	15,368	16,932	4,618	4,607		97,052	.0514	1,185	4,165	A	19.3	.0576	103
◆Lubbock	60.2	.0411	17.8	82,020	.0628	13,229	16,657	4,335	4,465	F	81,451	.0431	1,353	4,576			.0486	118
Lynn	20.8	.0142	5.6	8,678	.0066	2,248	342	338	*		11,822	.0062	568	2,111	B	64.4	.0079	56
McCulloch	12.8	.0087	3.6	10,402	.0080	2,535	928	422	303		14,571	.0077	1,138	4,048	B	45.1	.0080	92
McLennan 130	120.7	.0824	35.6	104,532	.0801	23,967	16,169	3,494	4,972		143,512	.0760	1,189	4,031	B	21.5	.0785	95
▲Waco	80.0	.0546	24.2	87,807	.0673	17,253	15,625	3,224	4,714	E	108,480	.0574	1,356	4,483			.0598	110
McMullen	1.3	.0009	.3	300	.0002	173	*	*			617	.0003	475	2,057	F	60.2	.0004	44
Madison	8.7	.0059	2.5	6,626	.0051	2,306	475	169	125		9,388	.0050	1,079	3,755	F	67.8	.0052	88
Marion	10.0	.0069	2.6	4,481	.0034	1,297	198	230	197		8,092	.0032	609	2,343	G	52.6	.0040	58
Martin	6.7	.0045	1.7	3,028	.0023	807	122	*	*		4,809	.0026	718	2,829	D	73.4	.0029	64
Mason	4.1	.0028	1.2	3,912	.0030	923	232	156	175		4,263	.0022	1,040	3,553	D	57.6	.0026	93
Matagorda	26.1	.0179	7.4	14,869	.0114	3,861	1,060	374	646		20,634	.0110	791	2,788	B	35.6	.0125	70
Bay City	11.7	.0080	3.7	11,197	.0086	2,479	906	313	611		11,554	.0062	988	3,123			.0073	91
Maverick	10.7	.0073	2.5	5,741	.0044	1,471	972	230	193		7,711	.0040	721	3,084	D	45.8	.0048	66
Medina	16.8	.0114	4.4	6,040	.0046	1,210	133	205	88		9,433	.0050	561	2,144	D	62.1	.0062	54
Menard	3.3	.0023	1.0	3,747	.0029	1,008	198	169	82		4,053	.0022	1,228	4,053	D	52.0	.0024	104
Midland	28.8	.0196	8.7	38,354	.0294	6,719	3,639	1,525	1,604		40,014	.0212	1,389	4,599	E	14.8	.0233	119
Midland	26.1	.0178	8.1	36,857	.0282	*	3,639	1,525	1,604	H	37,178	.0196	1,424	4,590			.0218	122
Milan	24.8	.0170	6.6	12,260	.0094	3,762	1,005	361	307		19,020	.0100	767	2,882	B	64.9	.0112	66
Mills	6.1	.0041	1.7	3,808	.0029	1,109	299	133	100		5,195	.0028	852	3,056	E	67.5	.0031	76
Mitchell	11.4	.0078	3.2	8,259	.0063	2,349	806	338	340		11,030	.0058	968	3,447	C	44.8	.0064	82
Montague	16.1	.0110	4.4	10,597	.0082	3,762	796	459	235		15,578	.0083	974	3,563	E	44.1	.0088	80

▲ See end of state "Metropolitan County Areas." ◆ See end of state "New Metropolitan County Areas." *Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

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LUBBOCK POPULATION... *Now Over 60,000!*

(ABC CITY ZONE PAR. 28)



1948 S-M Area Retail Sales
$283,629,000.00

1948 S-M Area Buying Income
$344,539,000.00

Lubbock

THE HUB OF THE SOUTH PLAINS OF TEXAS

**Circulation (ABC) Now Over 38,000*

LUBBOCK AVALANCHE • JOURNAL
MORNING • EVENING • SUNDAY

TEXAS DAILY PRESS LEAGUE, INC., NATIONAL REPRESENTATIVES

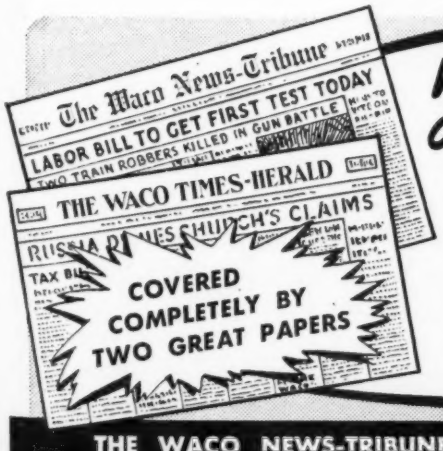
TEXAS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Montgomery	20.1	.0137	5.6	12,516	.0096	4,784	773	374	393		20,639	.0109	1,027	3,686	F	30.1	.0111	81
Moore	9.3	.0064	2.6	3,852	.0029	894	331	169	*		6,662	.0038	716	2,562	B	13.4	.0040	63
Morris	9.4	.0064	2.4	3,387	.0026	864	321	229	*		5,441	.0029	579	2,267	F	62.1	.0035	55
Motley	4.7	.0032	1.4	3,178	.0024	692	198	157	*		4,449	.0023	947	3,178	D	54.6	.0025	78
Nacogdoches	36.0	.0246	9.5	18,346	.0141	5,216	1,613	892	336		25,077	.0133	697	2,640	E	43.9	.0158	64
Nacogdoches	13.4	.0092	4.0	13,980	.0107	2,809	1,381	784	336	H	10,507	.0056	784	2,627	.....	.....	.0079	86
Navarro	47.8	.0326	13.6	25,915	.0198	8,401	2,419	978	1,011		34,602	.0183	724	2,544	B	49.1	.0216	66
Corsicana	19.0	.0130	6.0	19,151	.0147	5,433	2,209	736	1,011	H	18,685	.0099	983	3,114	.....	.....	.0120	92
Newton	10.8	.0074	2.7	3,357	.0026	606	475	60	*		5,241	.0028	485	1,941	F	37.8	.0037	50
Nolan	19.6	.0134	5.5	16,173	.0124	3,790	1,856	591	814		21,595	.0114	1,102	3,926	D	23.4	.0121	90
Sweetwater	15.0	.0102	4.5	13,812	.0106	3,170	*	507	778		12,806	.0068	854	2,846	.....	.....	.0086	84
Nueces 30	161.0	.1099	46.0	124,254	.0952	20,106	7,965	3,023	5,851		166,864	.0883	1,036	3,627	B	15.2	.0947	86
▲Corpus Christi	124.0	.0846	36.5	107,230	.0821	16,789	7,498	2,629	5,794	E	152,833	.0809	1,233	4,187	.....	.....	.0820	97
Ochiltree	4.1	.0028	1.2	5,396	.0041	979	276	229	189		4,274	.0023	1,042	3,562	A	42.5	.0029	104
Oldham	1.3	.0008	.4	1,154	.0009	173	*	*	*		1,700	.0009	1,308	4,250	C	47.3	.0009	113

▲ See end of state "Metropolitan County Areas." *Withheld to avoid disclosure.

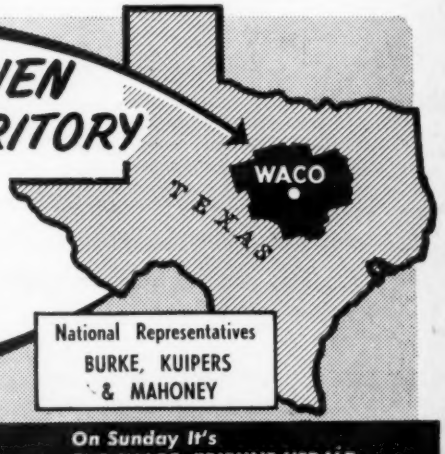
Before using these figures, see explanation page 19.
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WACO'S GREAT ELEVEN COUNTY TRADE TERRITORY

Is LARGER than the STATE of IOWA!

WACO'S Per Family Income is $4,779



National Representatives
BURKE, KUIPERS & MAHONEY

THE WACO NEWS-TRIBUNE • THE WACO TIMES-HERALD
Morning Evening

On Sunday It's THE WACO TRIBUNE-HERALD

TEXAS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Orange	46.2	.0316	13.2	9,757	.0075	2,810	807	*	361		25,229	.0134	546	1,911	F	13.9	.0153	48
Palo Pinto	19.5	.0133	5.6	11,481	.0087	3,142	796	616	204		17,960	.0095	921	3,207	E	25.1	.0100	75
Panola	17.3	.0118	4.4	5,921	.0046	2,046	651	193	121		8,770	.0046	507	1,993	E	69.2	.0060	51
Parker	18.8	.0128	5.5	9,756	.0075	3,112	906	398	343		14,769	.0078	786	2,685	C	48.7	.0087	68
Parmer	4.8	.0033	1.3	3,868	.0029	720	*	157	*		5,497	.0029	1,145	4,228	B	62.1	.0030	91
Pecos	8.7	.0059	2.3	7,704	.0059	1,975	232	338	257		11,100	.0059	1,276	4,826	C	30.8	.0059	100
Polk	15.4	.0106	4.2	9,983	.0077	2,219	884	470	157		13,500	.0072	877	3,214	F	34.5	.0080	75
Potter[5]	87.0	.0593	26.5	109,092	.0835	20,237	12,007	5,188	6,439		122,388	.0647	1,407	4,618	C	2.3	.0693	117
▲1Amarillo	75.0	.0512	22.7	103,202	.0790	17,556	12,007	5,188	6,439	E	109,900	.0582	1,465	4,841	.....	.....	.0630	123
Presidio	8.7	.0060	2.0	5,785	.0044	1,542	276	205	186		6,930	.0037	797	3,465	D	27.4	.0044	73
Rains	4.7	.0032	1.3	1,110	.0008	288	122	61	*		2,808	.0015	597	2,160	F	78.5	.0016	50
Randall	7.3	.0050	2.1	4,107	.0032	1,412	232	205	139		6,347	.0034	869	3,022	B	32.6	.0037	74
1Amarillo (See Potter Co.)																		
Reagan	2.0	.0013	.5	1,589	.0012	577	*	133	*		1,531	.0008	766	3,062	E	20.5	.0010	77
Real	2.0	.0014	.6	825	.0006	289	*	47	*		1,316	.0007	658	2,193	F	52.9	.0008	57
Red River	23.5	.0160	6.1	10,476	.0081	3,112	1,181	532	279		14,768	.0078	628	2,421	C	65.5	.0095	59
Reeves	9.3	.0064	2.7	10,147	.0077	2,940	884	*	393		14,083	.0074	1,514	5,216	E	22.2	.0073	114
Refugio	8.0	.0055	2.1	8,724	.0067	2,247	277	362	196		9,168	.0049	1,146	4,365	E	29.4	.0056	102
Roberts	.7	.0004	.2	1,214	.0009	317	*	*	*		1,198	.0006	1,711	5,990	D	49.5	.0007	175
Robertson	19.5	.0133	5.3	9,368	.0072	2,998	583	447	197		14,803	.0079	759	2,793	D	62.5	.0088	68
Rockwall	6.0	.0041	1.7	2,803	.0022	1,081	198	169	92		4,298	.0022	716	2,528	E	64.2	.0026	63
Runnels	18.2	.0125	5.1	12,876	.0098	3,833	1,359	531	501		11,078	.0059	609	2,172	B	52.6	.0084	67
Rusk	43.8	.0299	11.8	27,789	.0213	7,738	2,352	1,376	1,139		46,132	.0244	1,053	3,909	E	38.1	.0246	82
2Kilgore (See Gregg Co.)																		
Henderson	9.3	.0064	3.0	17,646	.0135	3,459	2,010	784	768		12,365	.0065	1,330	4,122	.....	.....	.0086	134
Sabine	8.6	.0058	2.3	3,297	.0025	951	*	156	*		4,927	.0026	573	2,142	G	55.1	.0032	55
San Augustine	10.1	.0069	2.5	4,347	.0034	1,585	629	157	*		6,476	.0035	641	2,590	F	65.2	.0042	61
San Jacinto	6.0	.0041	1.6	1,589	.0012	865	*	48	*		3,904	.0020	651	2,440	G	67.6	.0022	54
San Patricio	23.4	.0160	6.3	21,344	.0163	5,518	629	892	604		23,837	.0126	1,019	3,784	B	36.5	.0144	90
San Saba	8.1	.0055	2.3	5,260	.0041	1,614	321	189	*		7,139	.0038	881	3,104	C	55.0	.0042	76
Schleicher	2.0	.0014	.6	1,544	.0012	547	*	.....	.....		2,364	.0013	1,182	3,940	D	54.9	.0013	93
Scurry	10.7	.0073	3.0	7,525	.0057	2,161	807	338	182		10,471	.0055	979	3,490	C	55.0	.0059	81
Shackelford	4.8	.0033	1.4	3,782	.0029	1,110	89	230	160		5,941	.0032	1,238	4,244	E	31.0	.0031	94
Shelby	22.7	.0155	6.1	11,002	.0084	3,170	1,181	506	315		17,366	.0091	765	2,847	E	63.9	.0102	68
Sherman	2.0	.0013	.5	1,679	.0013	345	*	.....	.....		1,864	.0010	932	3,728	B	58.3	.0012	92
Smith	78.9	.0539	21.8	68,095	.0522	13,507	10,123	3,155	3,838		88,289	.0468	1,119	4,050	B	32.6	.0498	92
Tyler	43.5	.0297	13.2	59,516	.0456	10,235	9,536	2,697	3,615	G	64,946	.0344	1,493	4,920	.....	.....	.0368	124
Somervell	2.7	.0018	.7	1,065	.0008	245	*	*	*		1,723	.0009	638	2,461	F	62.5	.0011	61

1 Amarillo is in Potter and Randall Counties.
2 Kilgore is in Gregg and Rusk Counties.

▲ See end of state "Metropolitan County Areas."
*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.
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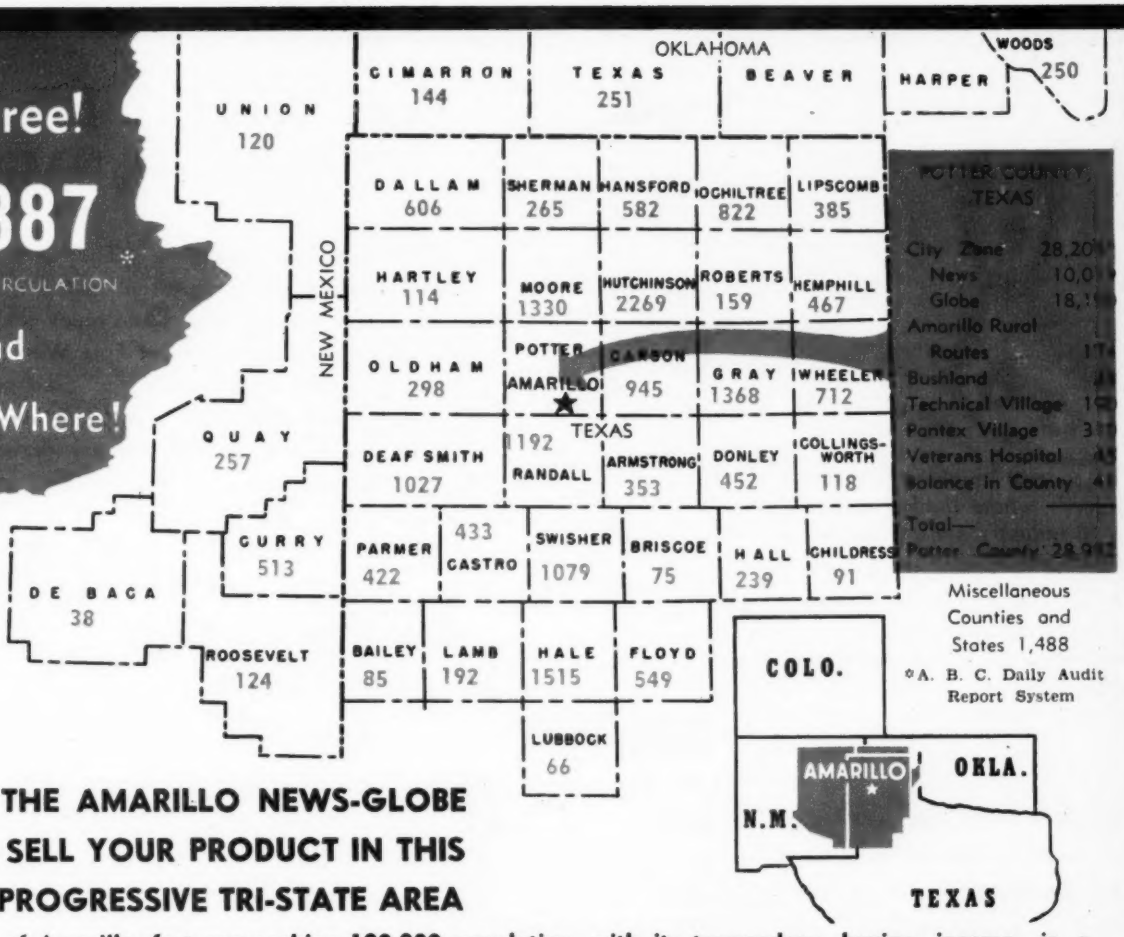
Yessiree!

50,387*

COMBINED CIRCULATION

And

Here's Where!



POTTER COUNTY, TEXAS	
City Zone	28,20
News	10,0
Globe	18,1
Amarillo Rural Routes	1T
Bushland	
Technical Village	1
Pantex Village	3
Veterans Hospital	
Balance in County	4
Total—Potter County	28,9

Miscellaneous Counties and States 1,488

*A. B. C. Daily Audit Report System

HOW THE AMARILLO NEWS-GLOBE HELPS SELL YOUR PRODUCT IN THIS RICH, PROGRESSIVE TRI-STATE AREA

The City of Amarillo, fast approaching 100,000 population, with its tremendous buying income, is a market that merits the consideration of every sales manager . . . space buyer . . . account executive. It's a market in itself, sure . . . but there's a bonus, too! Amarillo is the trade center for an area nearly as large as the State of Pennsylvania with a population exceeding 500,000. A study of the figures in the county-city section covering this area will give you all the proof you need. But, there's still more! Your schedule with the News-Globe automatically entitles you to certain News-Globe services. Naturally, the larger the schedule, the more the News-Globe can give you. Lever Bros., Mrs. Tucker's Margarine, Camel's, Philip Morris, General Electric, Philco and many other national advertisers can attest to the News-Globe services described below.



TIE-IN SERVICE

Any alert national advertiser knows the value and effectiveness of dealer tie-in advertising backing up, on the local level, his national campaign. The News-Globe has a proven record in obtaining successful dealer tie-ins. Let us tell you about it in detail.



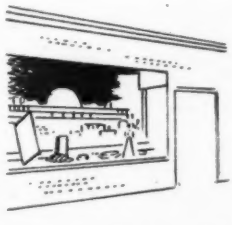
DEALER CONTACTS

Retail dealers and their wholesalers are primed in advance when a big campaign is scheduled to break. News-Globe men show grocers how to capitalize on the promotion . . . show wholesalers' salesmen what is needed to give that "extra push." Proof of the effectiveness of this approach is available, from the News-Globe representatives.



RESEARCH

Two News-Globe research men, graduates of the Babson School of Business and Texas University Business School carry on constant surveys to determine the standing, sales-wise, of soaps, drugs, canned foods and dozens of other products. Personal interviews and observations give an accurate presentation of Amarillo's buying habits.



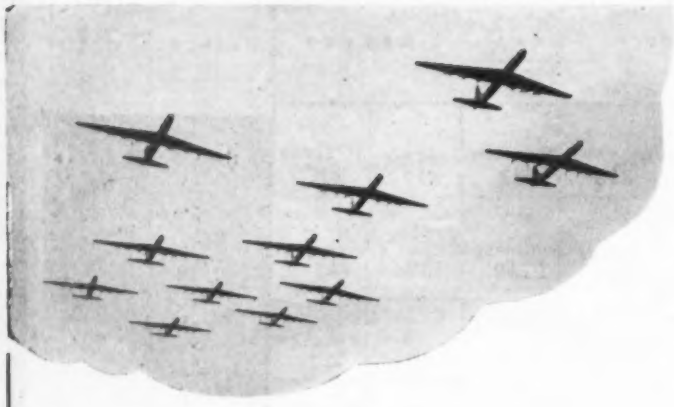
MERCHANDISING

The News-Globe Merchandising Department maintains a constant flow of sales letters to dealers and wholesalers advising them of national advertising campaigns and how best to gain from the tremendous advertising impact. Advice is freely given covering point-of-sale display to dollar-building, traffic-building window display.

FACTS ABOUT THE MARKET: (1949 Sales Management) City Population, 75,000; Area Population, 518,300; City Families, 22,700; Area Families, 147,900; City Retail Sales, $103,202,000; Area Retail Sales, $486,922,000; City Food Sales, $17,556,000; Area Food Sales, $89,513,000; City Gen. Mdse. Sales, $12,007,000; Area Gen. Mdse. Sales, $45,901,000; City Drug Sales, $5,188,000; Area Drug Sales, $19,446,000; City Net Buying Income, $109,900,000; Area Net Buying Income, $588,181,000; City Buying Income per Family, $4,841; Area Buying Income (Average) $3,724.

AMARILLO NEWS-GLOBE

Represented Nationally by Texas Daily Press League **Member American Newspaper Adv. Network**



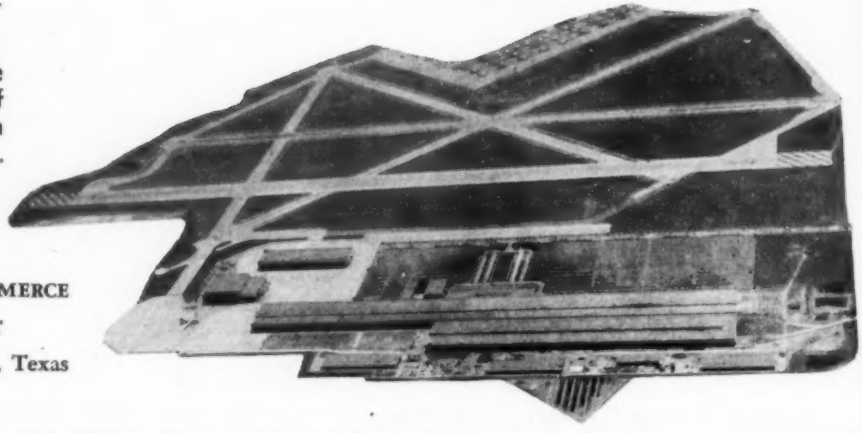
Fort Worth's Blueprint of Industrial Might

Cities just don't happen. They are planned by men of vision . . . aggressive men . . . resourceful men — Fort Worth men. And today because of such foresight there is located at Fort Worth the largest manufacturing industry in the Southwest — Consolidated Vultee Aircraft, makers of the Superbomber B-36. Convair's 14,000 workers draw a monthly payroll of approximately $4,000,000.

If you are "thinking Southwest" Fort Worth, where the keynote is accelerated industry and commerce, will interest you.

Now is the time to investigate the astonishing growth of population, of markets, of profit opportunities in big, bustling, friendly Fort Worth. Direct inquiries to:

FORT WORTH CHAMBER OF COMMERCE
NEW INDUSTRIES DEPARTMENT
114 East Eighth Fort Worth 2, Texas



TEXAS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
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Starr	11.4	.0078	2.3	3,282	.0025	577	431	109	57		5,560	.0029	488	2,417	F	56.0	.0038	49
Stephens	8.7	.0060	2.6	10,282	.0079	2,910	773	339	389		10,040	.0053	1,154	3,882	E	25.3	.0062	103
Sterling	1.3	.0008	.4	1,454	.0011	259	*	*	*		1,246	.0007	958	3,115	E	52.6	.0008	100
Stonewall	4.1	.0028	1.0	1,589	.0012	490	154	133	*		2,400	.0013	585	2,400	E	67.4	.0016	57
Sutton	2.6	.0018	.8	3,886	.0030	649	*	157	93		2,969	.0015	1,142	3,711	D	53.1	.0020	111
Swisher	6.1	.0042	1.7	4,961	.0038	1,139	196	338	*		7,781	.0042	1,278	4,577	B	54.8	.0041	98
Tarrant 46	354.6	.2420	107.5	430,999	.3301	73,975	127,208	14,704	20,574		568,069	.3007	1,602	5,284	B	5.3	.2977	123
▲Fort Worth	270.0	.1843	84.6	401,260	.3074	66,993	126,004	14,211	19,300	D	453,870	.2403	1,681	5,365	.....	.....	.2492	135
Taylor 140	67.4	.0460	19.8	59,197	.0453	12,165	11,296	2,462	3,155		74,005	.0392	1,098	3,738	C	17.7	.0424	92
◆Abilene	52.5	.0358	16.0	52,686	.0403	9,906	10,848	2,358	2,950	F	63,095	.0334	1,202	3,943	.....	.....	.0360	101
Terrell	2.6	.0018	.7	2,368	.0018	460	*	84	*		2,561	.0013	985	3,659	E	43.1	.0016	89
Terry	13.4	.0092	3.4	8,694	.0067	2,306	884	398	*		11,717	.0062	874	3,446	B	54.5	.0070	76
Throckmorton	3.3	.0022	.9	1,844	.0014	490	77	109	*		2,760	.0015	836	3,067	E	57.2	.0016	73
Titus	16.8	.0115	4.6	10,328	.0079	3,084	829	363	436		14,291	.0075	851	3,107	E	46.9	.0084	73
Tom Green 172	60.3	.0411	17.6	60,028	.0460	11,467	10,263	2,701	3,506		72,963	.0387	1,210	4,146	B	17.2	.0414	101
◆San Angelo	51.4	.0351	15.5	57,506	.0441	10,570	*	*	3,506	F	66,778	.0353	1,299	4,308	.....	.....	.0379	108
Travis 10	151.8	.1037	44.6	152,330	.1167	31,890	18,603	4,939	9,873		200,091	.1059	1,318	4,486	B	11.2	.1087	105
▲Austin	139.3	.0951	40.9	147,456	.1129	30,087	18,522	4,896	*	F	190,099	.1006	1,365	4,648	.....	.....	.1032	109
Trinity	10.0	.0068	2.5	6,028	.0046	1,671	321	170	53		8,025	.0042	803	3,210	F	50.6	.0048	71
Tyler	9.3	.0063	2.4	4,871	.0037	749	298	60	65		6,813	.0037	733	2,839	F	38.6	.0042	67
Upshur	20.2	.0138	5.5	8,978	.0069	2,594	707	374	57		13,585	.0073	687	2,525	E	55.0	.0085	62
Upton	3.4	.0023	1.1	6,130	.0047	1,442	254	313	*		4,472	.0024	1,315	4,065	F	8.0	.0031	135
Uvalde	12.7	.0087	3.5	9,936	.0076	2,075	409	290	254		15,211	.0080	1,198	4,348	D	39.1	.0080	92

▲ See end of state "Metropolitan County Areas." ◆ See end of state "New Metropolitan County Areas." *Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

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1. OWNERSHIP OF THE STAR-TELEGRAM

Amon G. Carter, President and Publisher.
Bert N. Honea, Vice-Pres. and General Mgr.
James M. North, Jr., Vice-Pres. and Editor.
Harold V. Hough, Circulation Director.
Amon G. Carter, Jr., Treasurer.

2. HISTORY OF THE STAR-TELEGRAM

The Star-Telegram combines the Fort Worth Star, established Feb. 1, 1906, The Fort Worth Telegram, purchased Jan. 1, 1909, and The Fort Worth Record, purchased Nov. 1, 1925.

The 43-year history of The Star-Telegram has spanned an eventful period, including two world wars and a terrible depression. It began with 4,500 subscribers, and today reports show over 217,000 circulation daily, figures which but reflect the healthy growth of Fort Worth and West Texas. Fort Worth has grown from a frontier town of 50,000 to a city of over 339,000 people during this period. The Fort Worth trading area has developed into one of the nation's outstanding agricultural and oil producing regions, while retaining its leadership in the production of livestock. The Star-Telegram has sought to promote in every way possible the development of Fort Worth and its natural trade territory containing over 1,700,000 people, and looks forward confidently to even more eventful and fruitful years in the era now dawning.

3. CIRCULATION of THE STAR-TELEGRAM

Total Net Paid
(Publisher's Statement, September 30, 1948)

Star-Telegram combined daily	217,015
Star-Telegram Sunday	172,832
Star-Telegram Sunday and Evening	279,514
Star-Telegram Sunday and Morning	283,165

Largest Circulation in Texas

4. ADVERTISING IN THE STAR-TELEGRAM

Year 1948 Media Records Lineage

Retail—	
Star-Telegram Morning	2,621,759
Star-Telegram Evening	9,147,446
Star-Telegram Sunday	3,621,863
General. (Including Automotive and Financial)—	
Star-Telegram Morning	2,574,625
Star-Telegram Evening	2,746,421
Star-Telegram Sunday	835,355
Department Stores (Included in Retail)—	
Star-Telegram Morning	1,192,449
Star-Telegram Evening	4,479,928
Star-Telegram Sunday	1,865,482

5. RATES OF THE STAR-TELEGRAM

See current listing SRDS, Newspaper Section.

6. EDITORIAL DATA ON THE STAR-TELEGRAM

(A) Editorial Policy

The Star-Telegram is an independent Democratic newspaper, supporting what it believes to be right and opposing what it believes to be wrong, regardless of party politics, publishing the news fairly and impartially at all times.

(B) Leased News Wires

AP—Associated Press (five wires)
CDN—Chicago Daily News Service
CTPS—Chicago Tribune Press Service
INS—International News Service
NYT—New York Times
NANA—North American Newspaper Alliance

(C) Total Lines—News and Features

Media Records show total line of news and features carried during year 1948 as follows:

Star-Telegram Morning	6,428,111
Star-Telegram Evening	6,449,275
Star-Telegram Sunday	2,876,916

(D) Leading Editorial Features

Morning:

"Gracie Allen Says"
"Baer Facts" by Bugs Baer
"About People" by K. C. B.
"The Neighbors" by George Clark
"Theaters" by Gita Gumpass
"Today's Horoscope" by Genevieve Kemble
"Verse for Today" by Ann Campbell
"Your Health" by Dr. J. B. Warren
"Dorothy Dix Says"
"Believe It or Not" by Robert Ripley
Crossword Puzzle
"Chuck Wagon Gossip" by Frank Reeves
"Orphan Annie" by Harold Gray
"Terry and the Pirates" by George Wunder
"Dixie Dugan" by Streibel and McAvoy
"Joe Palooka" by Ham Fisher
"The Nebbs" by Hess
"Henry" by Carl Anderson
"Mandrake the Magician" by Lee Falk and Phil Davis
"Tillie the Toiler" by Russ Westover
"Barney Google" by Fred Laswell
"Laughing Matter" by Salo
"Rip Kirby" by Alex Raymon
"Blondie" by Chic Young
"Brenda Starr" by Dale Messick
"Timmie" by Sparber
Star-Telegram Radio Clock
"Hedda Hopper Says"

Evening:

"Louella Parsons on Hollywood"
"Listen World" by Elsie Robinson
"Points to Parents" by Walka
"Think It Over" by H. M. Stansifer
"Bobby Sox" by Marty Links
"Dick Tracy" by Chester Gould
"David Lawrence Says"
"Your Problems and Mine" by Jeff D. Ray
"Poor Pa" and "Cracks at the Crowd" by Claude Callan
Hal Coffman, exclusive editorial cartoonist for The Star-Telegram
Star-Telegram Radio Clock
"Gripes and Grins" by Streeter
"Off the Record" by Ed Reed
"Pull Up an Easy Chair" by Neal O'Hara
"Just Folks" by Edgar A. Guest
"Why Grow Old" by Josephine Lowman
"A Woman's New York" by Alice Hughes
"Baby Health Column" by Myrtle Meyer Eldred
"The Amusement World" by Eleanor Wilson
"Take My Word for It" by Frank Colby
Crossword Puzzle
"They'll Do It Every Time" by Jimmy Hatlo
"Buzz Sawyer" by Roy Crane
"Thimble Theater" by Tom Sims
"Tim Tyler's Flying Luck" by Lyman Young
"Gasoline Alley" by King
"The Gumps" by Gus Edson
"Smiling Jack" by Zack Mosley
"Moon Mullins" by Willard
"Winnie Winkle" by Branner
"Smitty" by Berndt
"Mutt and Jeff" by Fisher
"Aggie Mack" by Hal Rasmusson
"Pitching Horseshoes" by Billy Rose
Joseph Alsop's Column
Today's Chuckle
"Rusty Riley" by Frank Godwin
"Voice of Broadway" by Dorothy Kilgallen

Sunday:

"Fashions for Texans" by Nona Lou Greene
"Just Folks" by Edgar A. Guest
Hal Coffman, exclusive editorial cartoonist for The Star-Telegram
Books and Bookmen
Stamp Column by John S. Sparks, Jr.
Dog Column by Hugh Cowdin
Bridge Column by Goren
Sunday Crossword Puzzle
"Talk from Texas Towns" by Wayne C. Sellers
Music Column by E. Clyde Whitlock
"As the Turntable Turns" by E. Clyde Whitlock
Radio Column by Eleanor Wilson
"Voice of Broadway" by Dorothy Kilgallen
Serious Music on the Air
Star-Telegram Radio Clock
"Theaters" by Gita Gumpass
"Chuck Wagon Gossip" by Frank Reeves
"Gardening" by Mary Daggett Lake
"Chit Chat of Society" by Mary Sears
"Kathleen Norris Says"
Patterns by Anne Adams
Dorothy Thompson
"Dick Tracy" by Chester Gould
"Terry and the Pirates" by George Wunder
"Moon Mullins" by Frank Willard
"The Gumps" by Gus Edson
"Gasoline Alley" by King
"Right Around Home" by Dudley Fisher
"Barney Google and Snuffy Smith" by Fred Laswell
"Blondie" by Chic Young
"Mutt and Jeff" by Bud Fisher
"Little Orphan Annie" by Harold Gray
"Smiling Jack" by Zack Mosley
"Popeye in Thimble Theater" by Tom Sims and Bill Zaboly
"Tillie the Toiler" by Russ Westover
"Winnie Winkle" by Branner
"Smitty" by Berndt
"Aggie Mack" by Hal Rasmusson
"Bobby Sox" by Marty Links
"Mandrake" by Lee Falk and Phil Davis
"Bringing Up Father" by George McManus
"The Katzenjammer Kids" by Knerr
"Little Iodine" by Jimmy Hatlo
"Texas Slim" by Hurd Johnson
"Believe It or Not" by Ripley
"Buzz Sawyer" by Roy Crane
"The Nebbs" by Hess

Sports Staff—Evening

Flem Hall, Larry Moore

Sports Staff—Morning

Lorin McMullen, Bill Van Fleet, George Kellam, Phil Collier, Clifford King, Jack Murphy, Gene Gregston
Al Panzera (photography)

Special Staff Writers

Bascom Timmons from Washington
Sam Kinch, Austin Bureau

7. THE FORT WORTH MARKET—"IN THE SQUARE"

The Fort Worth trading area known as "The Square" which is covered by The Star-Telegram consists of 96 counties of West Texas, one of the nation's leading markets in retail sales and buying income, according to the Sales Management Survey of Buying Power.

In this area the daily Star-Telegram has 20% or better coverage in 58 counties; the Sunday Star-Telegram has 20% or better coverage in 58 counties. Concentration of circulation in "The Square" is high at present as 92.3% of the daily circulation and 90.7% of the Sunday circulation is in Fort Worth and this rich West Texas area.

"In the Square" Business Index

Retail Sales (1948) 24% of Texas	$1,492,630,000
(Increase from 1947, $210,532,000)	
Net Buying Income (1948) 23% of Texas	$1,951,063,000
(Increase from 1947, $342,138,000)	
Civilian Population (1948) 23.4% of Texas	$ 1,712,600
Families (1948) 23.7% of Texas	$ 494,200
Food Sales (1948) 24.2% of Texas	$ 332,085,000
Drug (1948) 27% of Texas	$ 59,608,000
General Merchandise (1948) 28.4% of Texas	$ 241,799,600
Net Income Per Family (1948)	$ 3,375

(Above figures, copyright 1949, Sales Management Survey of Buying Power, further reproduction not licensed)

Write direct to Bush Jones, Manager, General Advertising, Fort Worth Star-Telegram, for newest visualization map showing coverage by counties, drug and grocery route lists, or other market data.

STAR-TELEGRAM RANCH and FARM NEWS

Tabloid Section

Published 1st Sunday of each month.
Regular general rate applies. Devoted entirely to livestock and agricultural enterprises in Fort Worth trading area.
Writers: Travis Foster, Bill Durham, Frank Reeves, and Roger Letz.
T. E. McWhirter, Adv. Mgr.





A Big Market Requires a Big Newspap

Wichita Falls, TEXAS— A $200,000,000 MARKET

Riding the crest of the boom in the Fabulous Southwest, Retail Sales in the 18-county Wichita Falls trading area hit $204,886,000 in 1948.

Wichita Falls itself, with a 70,000 population, did a retail business last year of $82,560,000.

BUYING POWER ABOVE TEXAS AVERAGE

1948 Net Effective Buying Income Per Family in Wichita Falls was $4,847 — 19% above the Texas average of $4,074.

IN WICHITA FALLS THE FABULOUS SOUTHWEST PAYS OFF!

OIL: Record production at record prices in 1948.

AGRICULTURE*: Extended irrigation projects guarantee bumper harvests of Wheat, Cotton, rich grazing land for Cattle.

INDUSTRY: Flour, Meat Packing, Iron, Steel, Oil Well Machinery, Leather Goods.

120 miles from the nearest larger city, Wichita Falls is the retail center for 232,000 people in North Central Texas and Southwest Oklahoma.

**Louis Bromfield recently selected Wichita Falls as the site of a new demonstration farm, modeled after his famous Malabar Farm in Ohio.*

The Wichita Falls TIMES and RECORD NEWS
WICHITA FALLS, TEXAS

Represented by
THE KATZ AGENCY, INC.

TEXAS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

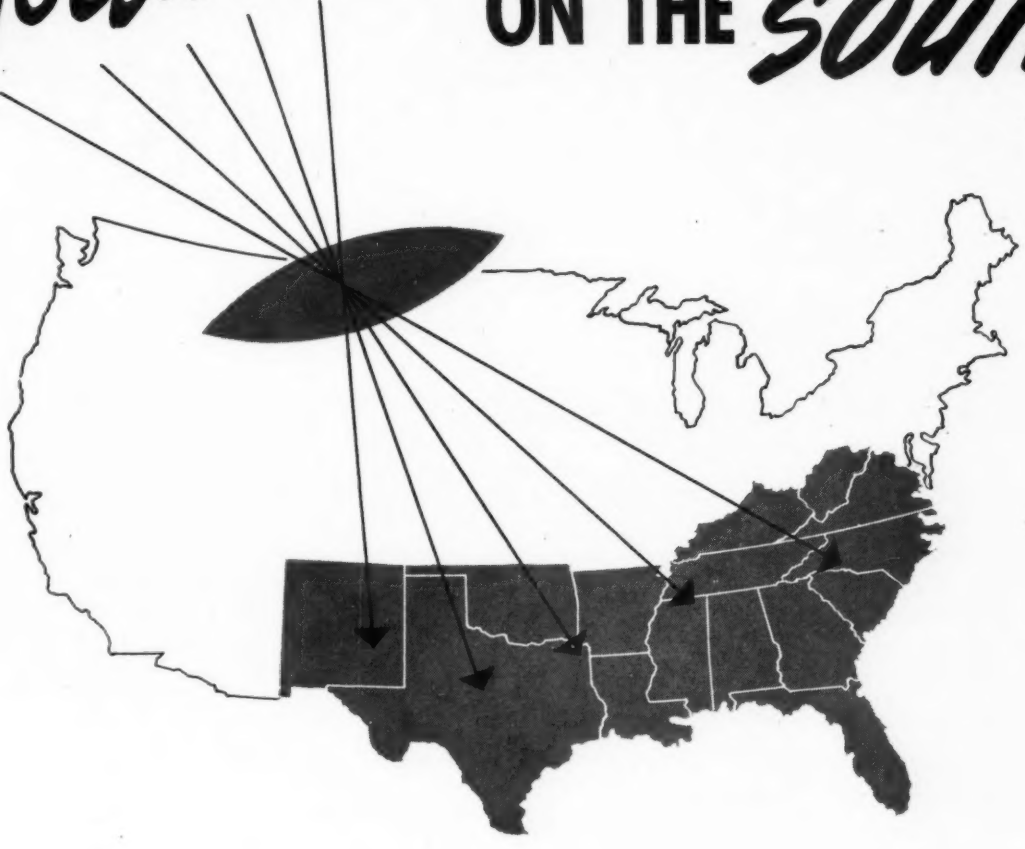
COUNTIES / CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Val Verde	16.7	.0114	4.3	10,972	.0094	2,104	1,314	374	582		17,576	.0093	1,052	4,087	B	32.2	.0095	83
Van Zandt	22.1	.0151	6.0	12,215	.0094	3,546	908	470	414		18,857	.0100	853	3,143	B	65.3	.0108	72
Victoria	33.4	.0228	9.3	23,712	.0182	5,302	1,858	676	1,622		32,293	.0171	967	3,472	D	35.2	.0186	82
Victoria	22.4	.0153	6.8	21,459	.0165	4,539	1,858	652	1,622	H	26,644	.0141	1,189	3,918	.....	.....	.0151	99
Walker	16.8	.0115	4.8	9,713	.0074	2,868	829	254	360		14,851	.0079	884	3,094	F	46.0	.0085	74
Waller	10.0	.0068	3.0	5,350	.0041	1,670	453	169	*		8,142	.0043	814	2,714	E	61.0	.0047	69
Ward	10.0	.0068	2.9	10,461	.0080	3,026	453	483	629		14,139	.0075	1,414	4,876	E	15.4	.0075	110
Washington	20.8	.0142	5.8	11,932	.0091	3,170	950	374	397		18,321	.0097	881	3,159	C	66.1	.0104	73
Webb 157	60.3	.0412	14.1	39,802	.0305	7,477	9,358	1,226	2,164		53,969	.0285	895	3,828	C	18.9	.0316	77
◆Laredo	56.7	.0387	13.0	36,658	.0280	6,169	*	*	*	G	49,556	.0263	874	3,812	.....	.....	.0293	76
Wharton	32.2	.0220	8.9	23,412	.0180	5,707	1,314	760	482		31,527	.0167	979	3,542	B	51.4	.0182	83
Wheeler	10.8	.0073	2.9	9,113	.0070	2,535	795	422	235		12,218	.0085	1,131	4,213	D	46.4	.0068	93
Wichita 176	86.8	.0593	25.5	103,849	.0795	22,089	13,088	3,559	5,686		114,055	.0804	1,314	4,473	D	6.0	.0659	111
◆Wichita Falls	68.4	.0467	20.6	82,560	.0633	16,667	11,693	2,620	5,097	F	99,850	.0528	1,460	4,847	.....	.....	.0547	117
Wilbarger	24.0	.0164	6.9	17,327	.0132	4,136	1,878	736	754		21,245	.0112	885	3,079	B	34.4	.0128	78
Vernon	15.4	.0105	4.7	15,057	.0115	3,062	1,878	*	754		17,166	.0091	1,115	3,652	.....	.....	.0101	96
Willacy	11.4	.0077	2.9	6,220	.0048	1,816	354	229	136		11,858	.0063	1,040	4,089	C	56.7	.0061	79
Williamson	35.5	.0243	10.1	23,786	.0182	5,577	1,679	797	582		32,298	.0171	910	3,198	B	52.9	.0189	78
Wilson	13.5	.0092	3.3	5,890	.0045	1,037	298	169	75		9,411	.0050	697	2,852	C	72.2	.0057	62
Winkler	4.7	.0032	1.4	8,214	.0063	2,220	232	399	143		7,652	.0040	1,628	5,466	G	1.9	.0045	141
Wise	15.4	.0105	4.4	7,675	.0059	2,306	497	382	200		12,067	.0064	784	2,743	D	57.1	.0071	68
Wood	21.4	.0146	6.0	10,477	.0080	2,680	829	483	339		16,469	.0087	770	2,745	E	57.3	.0097	66

◆ See end of state "New Metropolitan County Areas." *Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

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Holland's PUTS THE FOCUS ON THE SOUTH



WITH COMPLETE COVERAGE OF ITS METROPOLITAN AND URBAN MARKET

Holland's is the one magazine that gives dominant coverage of the rich, growing Southern market. Designed and edited solely for the South, every editorial feature.. every department is keyed to the South's specific *seasonal needs.*

And, for the fifteen Southern states, in which its circulation is concentrated, Holland's is a family standby — the magazine looked to since 1905 as the publication that *talks the South's language.* That's why Hollands is the South's best read magazine.

With its tremendous increase in industrial development and steady increase in population, the South is one of the nation's most important markets..and one with the brightest future. To the advertiser who wants full coverage of the metropolitan and urban South, with greater inquiries at lower cost, the logical choice is HOLLAND'S.

W S N E

Holland's

the Magazine of the SOUTH

DALLAS, TEXAS

BRANCH OFFICES: 52 Vanderbilt Ave., New York • 333 N. Michigan Ave., Chicago • 408 Forsyth Bldg., Atlanta. WEST COAST REPRESENTATIVES: Simpson-Reilly, Ltd., Russ Bldg., San Francisco • Halliburton Bldg., Los Angeles • 618 Second Ave., Seattle.

there's progress in the air in Houston . . . and we're proud of our part in it! We like to copy Houston in scoring notable "firsts." Our exclusive on-the-spot reporting of the national elections, our complete coverage of local elections, our "New Listen" at 10 P.M.—these and other 1948 examples point our way towards "first on the air in '49."

KTHT

TEXAS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES SM	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Yoakum	2.7	.0019	.8	2,263	.0018	864	77	84	*		3,262	.0018	1,208	4,078	F	17.9	.0018	95
Young	15.4	.0105	4.4	17,686	.0135	4,511	1,536	713	507		20,089	.0106	1,304	4,566	D	28.3	.0115	110
Zapata	3.3	.0022	.8	330	.0002	115	*	*	*		2,295	.0012	695	2,869	G	67.5	.0011	50
Zavala	8.7	.0060	1.9	3,537	.0028	980	232	133	83		5,473	.0029	629	2,881	D	72.7	.0035	58
Total Above Cities	3,662.7	2.5001	1,093.6	4,314,960	3.3051	905,915	696,931	143,276	216,198		5,324,045	2.8184	1,454	4,868			2.9010	116
State Total	7,314.3	4.9928	2,083.7	6,231,784	4.7732	1,371,178	851,171	220,524	306,089		8,489,037	4.4939	1,161	4,074		29.8	4.6775	94

TEXAS — Metropolitan County Areas

Amarillo	5	87.0	.0593	26.5	109,092	.0635	20,237	12,007	5,188	5,439		122,368	.0647	1,407	4,618			.0693	117
Austin	10	151.8	.1037	44.6	152,330	.1167	31,890	18,603	4,939	9,873		200,091	.1059	1,318	4,486			.1087	105
Beaumont-Port Arthur	12	224.0	.1529	63.8	208,733	.1598	42,307	28,428	8,352	16,824		304,720	.1613	1,360	4,776			.1592	104
Corpus Christi	30	161.0	.1099	46.0	124,254	.0952	20,106	7,965	3,023	5,851		166,864	.0883	1,036	3,627			.0947	86
Dallas	31	560.0	.3822	169.7	799,204	.6121	143,101	180,935	27,490	39,164		935,120	.4951	1,670	5,510			.5075	133
El Paso	40	171.7	.1172	48.9	156,156	.1196	29,394	29,420	5,129	11,878		212,352	.1124	1,237	4,343			.1155	99
Fort Worth	46	354.6	.2420	107.5	430,999	.3301	73,975	127,208	14,704	20,574		568,069	.3007	1,602	5,284			.2977	123
Galveston	48	110.0	.0751	33.3	112,595	.0862	26,962	11,454	3,185	7,226		168,960	.0895	1,536	5,074			.0856	114
Houston	54	752.4	.5136	220.9	859,844	.6586	178,717	92,966	26,438	63,486		1,246,140	.6597	1,656	5,641			.6301	123
San Antonio	105	422.4	.2884	124.0	402,750	.3085	82,961	55,824	11,929	12,240		607,264	.3215	1,438	4,897			.3110	108
Waco	130	120.7	.0824	35.6	104,532	.0801	23,967	16,169	3,494	4,972		143,512	.0760	1,189	4,031			.0785	95

*Withheld to avoid disclosure.

© SM, 1949.

Before using these figures, see explanation page 19.

ONE STATION in Houston leads all others



KPRC

FIRST IN BMB
FIRST IN HOOPER
FIRST IN THE SOUTH'S FIRST MARKET

To sell Houston and the Gulf Coast, buy KPRC—FIRST IN EVERYTHING THAT COUNTS.

KPRC
HOUSTON
950 KILOCYCLES - 5000 WATTS
NBC and TQN on the Gulf Coast
Jack Harris, General Manager
Represented Nationally by Edward Petry & Co.



TEXAS — New Metropolitan County Areas

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

AREAS	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Abilene.....140	67.4	.0460	19.8	59,197	.0453	12,165	11,296	2,462	3,155	.....	74,005	.0392	1,098	3,738	.....	.....	.0424	92
Laredo.....157	60.3	.0412	14.1	39,802	.0305	7,477	9,358	1,226	2,164	.....	53,969	.0285	895	3,828	.....	.....	.0316	77
Lubbock.....161	81.9	.0559	23.3	89,934	.0689	15,368	16,932	4,618	4,607	.....	97,052	.0514	1,185	4,165	.....	.....	.0576	103
San Angelo.....172	60.3	.0411	17.6	60,028	.0460	11,467	10,263	2,701	3,506	.....	72,963	.0387	1,210	4,146	.....	.....	.0414	101
Wichita Falls...176	86.8	.0593	25.5	103,849	.0795	22,089	13,086	3,559	5,666	.....	114,055	.0604	1,314	4,437	.....	.....	.0659	111

TEXAS — Multiple Cities

Brownsville—Harlingen—McAllen.....	80.3	.0549	22.2	62,937	.0482	10,931	9,711	1,973	4,377	.....	75,272	.0399	937	3,391	.....	.....	.0454	83
Texarkana (Ark.) Texarkana (Tex.)	51.8	.0353	16.0	56,904	.0436	10,618	7,863	1,593	*	.....	58,685	.0301	1,094	3,543	.....	.....	.0352	100

*Withheld to avoid disclosure.

© SM, 1949.

Before using these figures, see explanation page 19.

Mr. Paul M. Cramer, Director of Media and Research, The Griswold-Eshleman Co., writes about SALES MANAGEMENT'S Survey of Buying Power:

"I consider this Survey one of the most valuable of all statistical material that is now available for market research and sales planning undertakings. I have always made very thorough use of the material that is contained in the Survey and have found it very reliable in making marketing decisions."

Why KSL gives you more of the "Real Salt Lake City Market"

1ST as measured by BMB

KSL reaches more 50-100% BMB radio homes — at a lower cost per thousand — than any competing station or regional network in the great wholesale trading area surrounding Salt Lake City. (See map below.)

Based on one-time ¼ hour rates for January, 1949

1ST as measured by HOOPER AREA

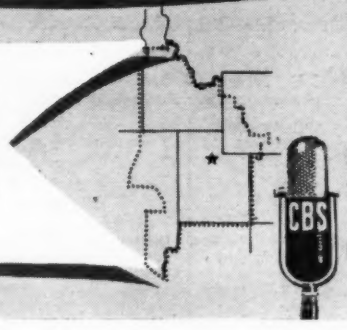
Throughout this area KSL is actually listened-to most frequently by far more people—morning, afternoon and evening —than any competing station or regional network.

Hooper Listening Area Coverage Index for 69 KSL Counties — Spring, 1948

1ST as measured by HOOPER CITY

In Salt Lake City, center of this great market, KSL is first in total share of audience.

C. E. Hooper, Salt Lake City Fall-Winter Report, 1948-49



50,000 WATTS
SALT LAKE CITY
Represented by
RADIO SALES

Mountain States

UTAH

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City	County	City	County
Logan	Cache	Provo	Utah
Ogden	Weber	Salt Lake City	Salt Lake

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES					SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)								FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Beaver	4.9	.0033	1.3	3,377	.0026	454	247	*	134		4,420	.0023	902	3,400	F	32.6	.0026	79
Box Elder	19.4	.0132	4.8	13,553	.0104	2,801	1,232	285	458		18,650	.0099	961	3,885	B	49.0	.0107	81
Cache	30.0	.0205	7.8	26,571	.0203	5,041	3,710	653	1,314		35,915	.0190	1,197	4,604	B	35.9	.0197	96
Logan	16.0	.0109	4.4	21,470	.0164	3,617	*	492	1,262	H	22,062	.0117	1,379	5,014			.0130	119
Carbon	22.5	.0154	6.0	22,113	.0170	4,073	2,341	467	1,608		24,170	.0128	1,074	4,028	F	9.9	.0146	95
Daggett	.3	.0002	.1	183	.0001	61	*	*	*		296	.0002	987	2,960	G	66.5	.0002	100
Davis	25.1	.0171	6.2	8,332	.0064	2,361	*	136	398		11,097	.0059	442	1,790	C	37.7	.0083	49
Duchesne	7.8	.0053	1.8	3,975	.0030	758	461	112	*		5,649	.0029	724	3,138	E	60.5	.0034	64
Emery	5.8	.0040	1.4	2,063	.0016	152	*	74	*		2,220	.0012	383	1,586	F	54.3	.0019	48
Garfield	3.8	.0026	.7	1,646	.0013	181	62	*	52		1,382	.0007	364	1,974	F	51.7	.0013	50
Grand	2.0	.0014	.5	1,413	.0010	242	*	*	*		1,679	.0009	840	3,358	G	22.1	.0010	71
Iron	8.6	.0058	2.3	11,443	.0058	1,196	525	320	648		9,795	.0052	1,139	4,259	E	32.0	.0064	110
Juab	6.0	.0041	1.7	5,006	.0038	1,695	554	159	160		7,646	.0041	1,274	4,498	E	26.1	.0040	98
Kane	2.5	.0017	.5	1,546	.0012	272	*	*	*		1,526	.0008	610	3,052	G	44.8	.0011	65
Millard	17.2	.0118	4.0	6,587	.0051	469	*	98	*		7,776	.0041	452	1,944	D	52.7	.0059	50
Morgan	2.9	.0019	.7	1,483	.0011	152	*	*	*		2,068	.0011	713	2,954	F	48.8	.0013	68
Piute	2.0	.0014	.5	1,149	.0009	30	*	*	*		957	.0005	479	1,914	F	50.8	.0008	57
Rich	1.5	.0010	.5	548	.0004	122	*	*	*		591	.0003	394	1,182	E	72.0	.0005	50
Salt Lake 104	263.0	.1796	74.0	321,955	.2466	63,207	63,118	9,614	25,258		426,317	.2257	1,621	5,761	B	3.3	.2228	124
▲Salt Lake City	180.0	.1229	54.0	266,901	.2045	51,750	60,113	8,674	24,136	D	326,160	.1727	1,812	6,040			.1723	140

▲ See end of state "Metropolitan County Areas."

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 19.

Here is the picture of the

INTERMOUNTAIN "MILLION MARKET"

(The 4-State Unified Salt Lake City Wholesale Trading Area)



In this market, The Salt Lake Tribune-Telegram enjoys "Dominance Through Confidence," carrying the respect of this readership –

More than 9 out of 10 families
in the Salt Lake City ABC City Zone

Nearly 7 out of 10 families
in the ABC Retail Trading Area

Nearly 1 out of 2 families
in the Entire 4-State Intermountain "Million Market"

ONE BUY DOES THE JOB

The Salt Lake Tribune-Telegram

Represented Nationally by
O'Mara & Ormsbee, Inc. and Metropolitan Sunday Newspapers, Inc.



UTAH — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
San Juan	2.9	.0019	.6	1,365	.0010	272	*	*	*		982	.0005	339	1,637	E	68.6	.0009	47
Sanpete	14.5	.0099	3.7	8,017	.0062	1,332	677	233	547		8,627	.0046	595	2,332	B	54.2	.0061	62
Sevier	10.4	.0071	2.8	9,696	.0074	1,332	908	234	637		12,161	.0064	1,169	4,864	C	43.3	.0068	96
Summit	8.0	.0055	2.1	5,057	.0039	1,106	*	98	*		5,708	.0030	714	2,718	E	25.2	.0038	69
Tooele	13.6	.0093	3.7	6,820	.0052	1,922	708	111	369		11,321	.0060	832	3,060	F	11.9	.0064	69
Uintah	8.2	.0056	2.0	5,074	.0039	849	*	184	70		5,426	.0029	662	2,713	E	56.1	.0037	68
Utah	78.0	.0532	19.7	54,986	.0421	9,692	9,212	1,512	3,397		75,114	.0398	963	3,813	B	25.4	.0431	81
Provo	28.2	.0193	7.6	33,871	.0259	5,086	6,202	816	2,233	H	40,213	.0213	1,426	5,291	.....	.....	.0223	116
Wasatch	5.8	.0040	1.5	4,142	.0032	377	*	.....	*		5,271	.0028	909	3,514	E	35.0	.0032	80
Washington	8.3	.0057	1.9	5,672	.0043	1,227	677	*	186		5,763	.0030	694	3,033	E	38.5	.0039	68
Wayne	2.0	.0013	.4	415	.0003	91	*	98	*		579	.0003	290	1,448	G	65.0	.0005	38
Weber.....166	78.9	.0539	22.3	83,084	.0637	16,740	12,097	2,381	6,782		117,088	.0620	1,484	5,251	C	12.0	.0609	113
◆Ogden	60.0	.0409	17.3	80,176	.0614	15,844	12,097	2,381	.....	E	97,160	.0514	1,619	5,616	.....	.....	.0523	128
Total Above Cities	284.2	.1940	83.3	402,418	.3082	76,297	78,412	12,363	27,631		485,595	.2571	1,709	5,829	.....	.....	.2599	134
State Total	855.9	.4477	175.2	617,251	.4728	118,207	98,025	17,188	42,212		810,194	.4289	1,235	4,624	.....	19.2	.4458	100

UTAH — Metropolitan County Area

Salt Lake City..104	263.0	.1796	74.0	321,955	.2466	63,207	63,118	9,614	25,258		426,317	.2257	1,621	5,761	.....	.....	.2228	124

UTAH — New Metropolitan County Area

Ogden.....166	78.9	.0539	22.3	83,084	.0637	16,740	12,097	2,381	6,782		117,088	.0620	1,484	5,251	.....	.....	.0609	113

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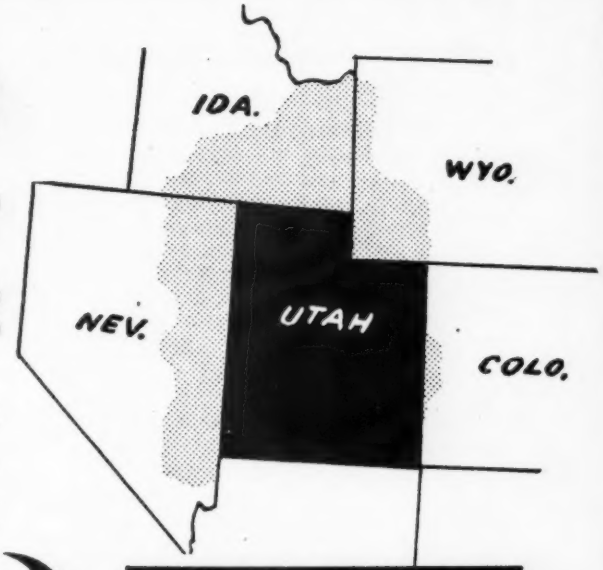
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How The Deseret News Has Grown

To Serve You Better in the Mountain West



Always a highly respected newspaper, *The Deseret News* within the past year or so has made circulation and linage gains that are the talk of the industry!

New Features Result in Tremendous Growth

Here are some of the reasons for the unprecedented gains made recently by *The Deseret News:*

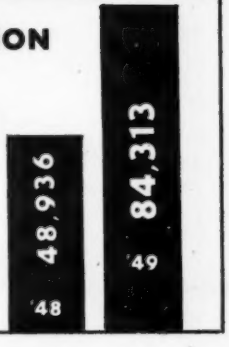
- **SUNDAY EDITION** — inaugurated May 16, 1948, the *Sunday Deseret News* was an instant success. It offers advertisers 7-days-a-week coverage of the great *Deseret News* "family."
- **MIDWEEK** — started September 1, 1948, this Wednesday section, featuring fashions and home hints, has won high popularity.
- **LOCALLY EDITED GRAVURE MAGAZINE** — added to the Sunday Deseret News November 28, 1948, this quickly became a favorite with readers. It offers advertisers fine monotone or color printing for their messages — with reader interest assured by the editorial *local touch.*
- **FARM AND GARDEN MAGAZINE** — another Sunday feature that is a must in the thousands of farm homes of this area, and in the urban homes of America's greatest home-lovers.
- **OTHER FEATURES AND ACTIVITIES** — include new Comics, daily and Sunday; sponsorship of a highly successful Ski School; a new department on Home Economics; special articles and a two-day Forum on Home Decoration under special guidance of Charles H. Henders, New York decorator and head of Interior Decoration courses at New York University; compilation of the first comprehensive Consumer Analysis ever made in the Salt Lake market — and scores of others.

HERE ARE THE RESULTS

CIRCULATION

Averages for First 3 Months of 1948 and 1949

UP 72.4%



LINAGE

Totals for First Three Months of 1948 and 1949

UP 51.6%

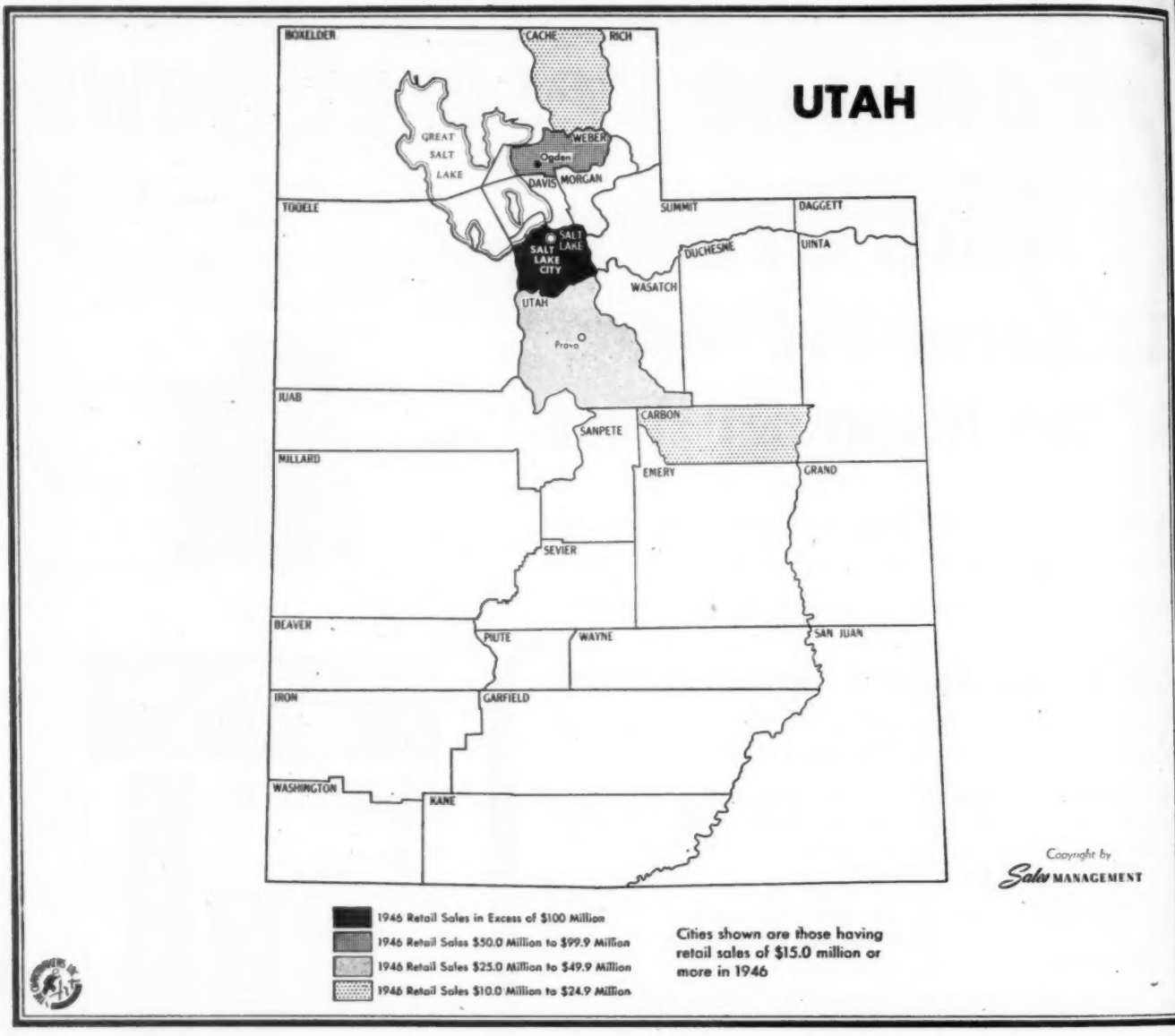


And Still Growing — More and More the Best Newspaper Advertising Buy in the Mountain West!

The Deseret News

SALT LAKE CITY, UTAH

National Representative: Cresmer & Woodward, Inc.



NEW MEXICO

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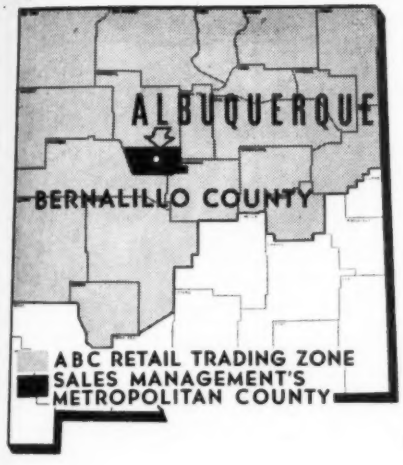
City	County	City	County	City	County
Albuquerque	Bernalillo	Gallup	McKinley	Santa Fe	Santa Fe
Carlsbad	Eddy	Hobbs	Lea		
Clovis	Curry	Roswell	Chaves		

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Bernalillo 141	109.6	.0748	30.9	118,802	.0910	23,881	14,982	4,089	8,536	.....	169,385	.0897	1,545	5,482	E	10.3	.0870	116
◆Albuquerque	69.8	.0477	21.5	108,350	.0830	21,317	*	*	8,536	F	144,416	.0765	2,069	6,717	.....	.....	.0727	152
Catron	4.0	.0027	1.1	1,304	.0010	801	*	*	*	.....	2,064	.0011	516	1,876	E	51.0	.0014	52
Chaves	29.1	.0199	8.0	35,952	.0276	6,067	5,591	813	1,693	.....	40,515	.0214	1,392	5,064	B	32.6	.0230	116
Roswell	25.5	.0174	7.2	31,242	.0239	4,493	5,571	.....	1,693	H	35,496	.0187	1,392	4,930	.....	.....	.0200	115
Colfax	19.0	.0129	5.1	17,842	.0137	3,781	1,172	483	409	.....	17,047	.0090	897	3,343	D	21.7	.0112	87
Curry	27.7	.0189	7.6	31,255	.0239	4,917	4,475	1,374	*	.....	42,199	.0224	1,523	5,553	B	27.3	.0222	117
Clovis	22.6	.0154	6.6	27,785	.0213	3,912	4,408	1,284	1,492	H	31,117	.0165	1,377	4,715	.....	.....	.0177	115
De Baca	6.0	.0041	1.5	2,711	.0021	522	*	*	*	.....	4,070	.0021	678	2,713	E	48.4	.0025	61
Dona Ana	33.9	.0232	8.8	18,724	.0143	4,264	1,324	514	430	.....	22,112	.0117	652	2,513	B	48.7	.0148	64

◆ See end of state "New Metropolitan County Areas." *Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

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A RETAIL MARKET IN THE WEST
of $291,675,000 ANNUALLY
and a Population of 401,900

Covered Thoroughly and Effectively by

ALBUQUERQUE JOURNAL
INDEPENDENT MORNING—SUNDAY

ALBUQUERQUE TRIBUNE
A SCRIPPS-HOWARD NEWSPAPER—EVENING

Sold in Combination

A "MUST" for Results in New Mexico

REPRESENTED NATIONALLY BY
REYNOLDS FITZGERALD, INC. — SCRIPPS-HOWARD NEWSPAPERS

NEW MEXICO — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES / CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Eddy	40.8	.0278	10.8	29,288	.0225	5,234	2,699	1,026	1,281		30,574	.0162	749	2,831	C	22.8	.0204	73
Carlsbad	15.0	.0103	4.4	16,840	.0129	3,650	1,676	694	880	H	14,074	.0075	938	3,199			.0097	94
Grant	25.5	.0174	6.8	17,698	.0135	4,657	921	437	567		22,554	.0120	884	3,317	E	13.1	.0135	78
Gaudalupe	8.8	.0060	2.1	5,320	.0041	838	*	242	*		6,845	.0036	778	3,260	E	43.5	.0042	70
Harding	3.6	.0025	.9	2,443	.0019	260	*	75	*		2,269	.0012	630	2,521	E	50.5	.0017	68
Hidalgo	5.3	.0036	1.6	6,105	.0046	1,620	*	*	86		6,588	.0035	1,243	4,118	E	22.2	.0039	108
Lea	27.8	.0190	8.3	30,836	.0237	5,885	2,632	801	906		29,628	.0157	1,066	3,570	D	10.7	.0188	99
Hobbs	20.4	.0139	6.6	21,709	.0166	4,116	2,262	438			24,286	.0128	1,190	3,680			.0142	102
Lincoln	9.0	.0061	2.4	5,112	.0039	838	855	211	*		5,920	.0031	658	2,467	E	42.6	.0039	64
Luna	11.0	.0075	3.1	8,011	.0061	1,266	319	*	62		13,205	.0070	1,200	4,260	E	25.9	.0068	91
McKinley	27.1	.0185	6.4	24,454	.0187	3,372	2,162	559	367		34,848	.0184	1,286	5,445	F	30.3	.0185	100
Gallup	10.0	.0068	2.8	19,196	.0147	2,849	*	559	367		14,996	.0080	1,500	5,356			.0098	144
Mora	9.9	.0068	2.2	2,152	.0017	428	*	*	*		3,998	.0021	404	1,817	F	66.2	.0029	43
Otero	14.3	.0098	3.9	8,321	.0064	2,384	352	303	252		11,312	.0060	791	2,901	E	28.9	.0069	70
Quay	12.6	.0086	3.3	12,646	.0096	2,738	854	588	286		14,740	.0078	1,170	4,467	C	34.5	.0085	99
Rio Arriba	25.8	.0176	5.8	6,292	.0049	1,545	67	*	*		8,169	.0044	317	1,408	E	58.8	.0072	41
Roosevelt	17.2	.0117	4.4	10,889	.0083	2,459	1,676	332	198		12,991	.0068	755	2,953	B	56.4	.0082	70
Sandoval	14.9	.0102	3.4	3,105	.0024	801	*	76	*		5,549	.0030	372	1,632	F	58.2	.0043	42
San Juan	12.8	.0087	3.0	7,473	.0057	1,807	536	196	66		6,583	.0035	514	2,194	E	56.3	.0052	60
San Miguel	28.9	.0197	7.0	15,607	.0120	4,060	2,564	453	765		17,358	.0091	601	2,480	E	33.4	.0121	61

*Withheld to avoid disclosure.

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SANTA FE ★ KVSF
ALBUQUERQUE KGGM

Albuquerque *Now a Recognized* METROPOLITAN MARKET

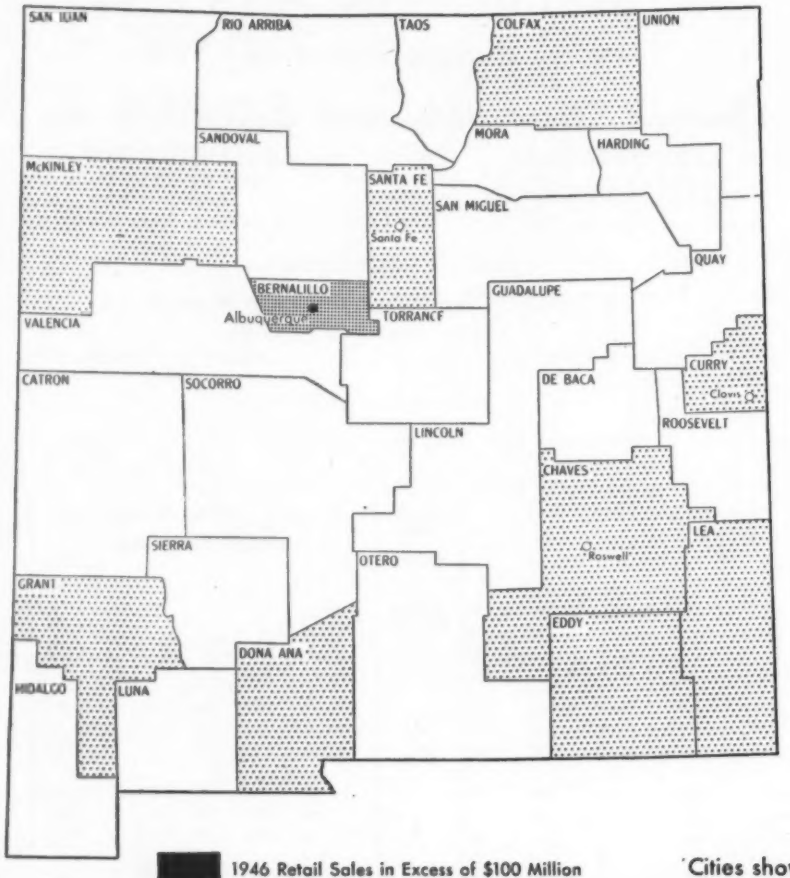
★ Population 109,600
★ Retail Sales $118,802,000
★ Effective Buying Income $169,385,000

Sales Management Estimates, January 1, 1949

for complete coverage ➡ KGGM 5000 WATTS 610 KC CBS

And in SANTA FE, State Capitol and New Mexico's Second Major Market It's . . .
KVSF • 1000 WATTS • 1260 KC • CBS
National Representative, Taylor-Borroff & Co., Inc.
Owned and Operated by the NEW MEXICO BROADCASTING CO.

NEW MEXICO



1946 Retail Sales in Excess of $100 Million

1946 Retail Sales $50.0 Million to $99.9 Million

1946 Retail Sales $25.0 Million to $49.9 Million

1946 Retail Sales $10.0 Million to $24.9 Million

Cities shown are those having retail sales of $15.0 million or more in 1946

Copyright by Sales MANAGEMENT

NEW MEXICO — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Santa Fe	41.3	.0283	10.7	35,645	.0273	9,085	2,802	1,057	2,130	.....	48,231	.0256	1,168	4,508	E	12.3	.0267	94
Santa Fe	28.0	.0191	7.6	33,222	.0255	8,047	*	*	2,130	H	40,348	.0213	1,441	5,309	.....	.....	.0221	116
Sierra	6.5	.0045	1.9	4,119	.0031	1,266	251	241	*	.....	4,909	.0026	755	2,584	F	31.9	.0031	69
Socorro	10.9	.0074	2.7	5,257	.0040	1,304	100	197	144	.....	6,361	.0033	584	2,356	F	48.1	.0043	58
Taos	18.1	.0124	4.2	6,252	.0048	1,509	604	196	96	.....	7,839	.0042	433	1,866	F	49.2	.0060	48
Torrance	11.7	.0080	2.9	4,511	.0035	708	219	106	*	.....	5,022	.0027	429	1,732	D	61.8	.0040	50
Union	7.7	.0052	2.1	7,202	.0055	1,880	536	.....	239	.....	8,410	.0044	1,092	4,005	D	48.5	.0049	94
Valencia	22.7	.0155	5.1	8,548	.0065	1,322	1,457	107	*	.....	10,856	.0058	478	2,129	D	50.2	.0060	52
Total Above Cities	191.3	.1306	56.7	258,344	.1979	48,384	13,917	2,975	15,098	.....	304,733	.1613	1,593	5,374	.....	.....	.1662	127
State Total	643.5	.4393	168.0	493,876	.3783	101,499	50,135	15,329	20,212	.....	622,149	.3294	967	3,703	.....	32.0	.3661	83

NEW MEXICO — New Metropolitan County Area

Albuquerque....141	109.6	.0748	30.9	118,802	.0910	23,881	14,982	4,089	8,536	.....	169,385	.0897	1,545	5,482	.....	.....	.0870	116

© SM, 1949.

*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

What's the

1949 SALES OUTLOOK in 97 industries

Don't miss SALES MANAGEMENT'S quarterly "Future Sales Ratings" giving you an advance forecast of the sales outlook in 97 industries—from "Advertising" and "Air Conditioning" to "Vacuum Cleaners" and "Washers."

This feature includes a key to the annual sales volume of each industry and gives the industry's relative sales rating for both the quarter and the year ahead. Compiled under the direction of Peter B. B. Andrews, former Economic Advisor, War Production Board, "Future Sales Ratings" are put through the acid test by a Board of Advisory Editors numbering over 100 and including a wide variety of qualified experts.

"Future Sales Ratings" appear in the January 1st, April 1st, July 1st and October 1st issues of SALES MANAGEMENT. It is one more among the many valuable market data services that sales and advertising executives find only in SALES MANAGEMENT—The Magazine of Marketing.

Sales Management

386 Fourth Ave.,
New York 16, N. Y.

COLORADO

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City	County	City	County	City	County
Alamosa	Alamosa	Durango	La Plata	Pueblo	Pueblo
Boulder	Boulder	Fort Collins	Larimer	Sterling	Logan
Colorado Springs	El Paso	Grand Junction	Mesa	Trinidad	Las Animas
Denver	Denver	Greeley	Weld		

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Adams	21.9	.0149	6.1	13,638	.0104	3,662	519	234	465		20,593	.0109	940	3,376	B	38.0	.0116	78
Alamosa	11.1	.0076	2.9	16,677	.0128	3,110	2,636	451	803		13,334	.0071	1,201	4,598	D	26.2	.0089	117
Alamosa	7.5	.0051	2.2	15,592	.0119	2,768	*	451	803	H	10,223	.0054	1,363	4,647			.0074	145
Arapahoe 35	36.8	.0251	10.7	28,845	.0221	9,432	959	728	1,418		29,482	.0156	801	2,755	C	14.5	.0195	78
Archuleta	2.8	.0019	.7	2,340	.0018	447	*	*	*		2,964	.0016	1,059	4,234	F	60.2	.0017	89
Baca	6.3	.0043	1.8	4,198	.0032	1,065	261	204	33		7,111	.0037	1,129	3,951	B	55.9	.0037	86
Bent	7.9	.0054	2.2	6,152	.0047	1,703	540	174	68		8,296	.0044	1,050	3,771	C	35.8	.0047	87
Boulder	40.8	.0278	12.8	42,047	.0322	11,370	2,597	1,238	2,994		55,410	.0294	1,358	4,329	B	16.4	.0298	107
Boulder	16.0	.0109	5.4	25,482	.0195	5,642	1,438	699	1,934	H	25,927	.0137	1,620	4,801			.0149	137
Chaffee	7.4	.0050	2.4	10,893	.0083	2,959	439	233	672		12,890	.0068	1,742	5,371	F	16.0	.0069	138
Cheyenne	2.8	.0019	.8	2,243	.0017	532	*	102	*		3,111	.0016	1,111	3,889	E	56.3	.0017	85
Clear Creek	2.6	.0017	.9	3,876	.0030	1,297	*	159	*		4,015	.0021	1,544	4,461	G	2.7	.0023	135

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 19.

Facts you should have on the Eight Mountain States Comprising the SURE-CROP Area served by *The Western Farm Life*

In 1948 the SURE-CROP Area was a No. 1. FARM MARKET*

High Average Cash Income	$9006.00 per farm
Total Cash Farm Income	$1,565,279,000.00
First in Sugar Beets	306,000 acres (California 2nd)
Second in Cattle	6,624,000 head (Texas 1st)
First in Sheep and Lambs	8,919,000 head (Texas 2nd)
First in Potatoes	279,000 acres (Maine 2nd)
Third in Wheat	7,901,000 acres (Kansas 2nd; No. and So. Dakota 1st)
Second in Hay Harvested	5,745,000 acres (Dakotas 1st)
First in Edible Bean Prod.	7,746,000 100-lb. bags (Calif 2nd)

*ABC Statement and by-county breakdown of crop and livestock production and other market data furnished on request.

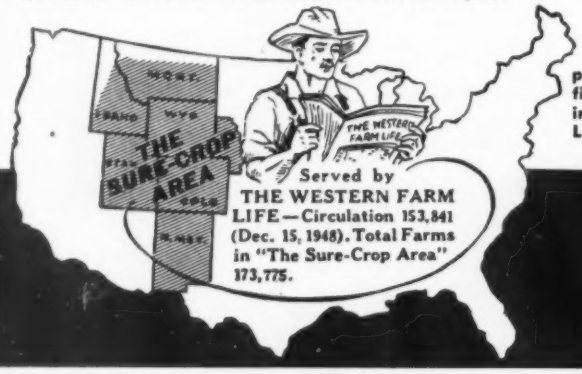
To reach this No. 1 Farm Market, more advertising appeared in The Western Farm Life during 1948 than in any previous year in our half-century history!

No other publication covers the farm market in the SURE-CROP Area as effectively as The Western Farm Life—Dec. 15, 1948: 153,841 paid circulation, ABC Publisher's Statement; the **greatest circulation** of any farm or livestock publication owned, edited and printed **in the 11 Western States.**

The SURE-CROP Area is the heart of the West. It covers 9,600,000 irrigated acres, 46.1% of all irrigated farm land in the U.S.; in the SURE-CROP Area, general crop failure is unknown.

	No. of Farms	W.F.L. Circulation
Colorado	47,618	46,999
Wyoming	13,076	12,990
New Mexico	29,695	15,660
Utah	26,322	11,583
Southern Montana	24,888	17,777**
Southeastern Idaho	21,056	20,471**
Western Nebraska	11,120	15,157**
Other States and Misc.		13,204
	173,775	153,841 ABC

**Includes some circulation outside the SURE-CROP Area.



Cash in on this one-and-a-half billion dollar industry through the advertising pages of The Western Farm Life—in the 8 Mountain States: first in Circulation, first in total Advertising Linage (all editions), first in Reader Service, now carrying more commercial advertising (Feb. 15, 1949) than in any previous issues. Lowest in rate per 1,000 readers reached: rate $1.10 per line.

The Western Farm Life

DENVER, COLORADO

National Representative: THE KATZ AGENCY, Inc.

New York • Chicago • Detroit • Atlanta • Dallas • Kansas City
San Francisco • Los Angeles

COLORADO — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Conejos	9.8	.0067	2.1	5,475	.0042	1,042	599	160	*		6,815	.0036	695	3,245	D	66.3	.0044	66
Costilla	5.8	.0040	1.3	2,091	.0018	320	*	*	*		2,518	.0014	434	1,937	E	65.0	.0020	50
Crowley	4.6	.0031	1.3	3,928	.0030	1,042	*	101	51		5,186	.0027	1,127	3,989	D	57.5	.0029	94
Custer	1.5	.0010	.5	1,103	.0008	447	60	44	*		1,630	.0009	1,087	3,260	F	57.4	.0009	90
Delta	14.1	.0097	3.8	14,218	.0109	3,344	1,059	378	324		19,555	.0103	1,387	5,146	B	50.8	.0103	106
Denver 35	405.0	.2765	131.3	613,611	.4700	109,001	132,754	19,270	32,986		716,644	.3794	1,769	5,458	E	.9	.3860	140
▲Denver	405.0	.2765	131.3	613,611	.4700	109,001	132,754	19,270	32,986	C	716,644	.3794	1,769	5,458			.3860	140
Dolores	2.2	.0015	.6	812	.0006	276			*		1,482	.0008	674	2,470	F	52.3	.0009	60
Douglas	3.0	.0020	.8	2,515	.0019	617	*	*	*		4,593	.0024	1,531	5,741	E	51.8	.0022	110
Eagle	4.5	.0031	1.3	4,605	.0035	1,469	120	145	*		5,779	.0031	1,284	4,445	E	30.9	.0032	103
Elbert	4.3	.0029	1.2	2,399	.0018	829	*	44	*		4,889	.0026	1,137	4,074	C	72.4	.0024	83
El Paso 146	65.0	.0444	21.8	89,328	.0685	19,954	8,586	3,181	4,398		99,665	.0528	1,533	4,572	B	10.6	.0558	126
◆Colorado Springs	50.0	.0341	17.6	80,484	.0617	17,524	8,586	2,893	4,233	H	83,950	.0445	1,679	4,770			.0476	140
Fremont	17.7	.0121	5.4	17,391	.0133	4,534	1,298	436	601		20,149	.0106	1,138	3,731	E	22.0	.0117	97
Garfield	9.6	.0065	2.9	11,453	.0088	2,532	779	437	545		13,482	.0072	1,404	4,649	D	45.2	.0075	115
Gilpin	.9	.0006	.4	1,180	.0009	469	*	*	*		1,482	.0008	1,647	3,705	G	6.3	.0008	133
Grand	3.0	.0020	1.0	4,301	.0033	1,128	80	262	*		4,888	.0026	1,629	4,888	E	34.3	.0027	135
Gunnison	4.6	.0032	1.3	6,560	.0050	1,469	*	204	126		7,556	.0040	1,643	5,812	E	24.3	.0041	128
Hinsdale	.2	.0001	.1	155	.0001	63			*		297	.0001	1,485	2,970	G	49.5	.0001	100
Huerfano	11.4	.0078	3.0	12,690	.0097	3,172	640	174	240		16,741	.0089	1,469	5,580	E	26.0	.0089	114
Jackson	1.7	.0012	.5	1,798	.0014	660	*	*	*		2,371	.0012	1,395	4,742	E	46.5	.0013	108
Jefferson 35	35.1	.0239	10.6	22,211	.0170	5,962	*	611	338		32,593	.0173	929	3,075	C	19.1	.0185	77

*Withheld to avoid disclosure.
▲ See end of state "Metropolitan County Areas."
◆ See end of state "New Metropolitan County Areas."

Before using these figures, see explanation page 19.
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✓HIGHER SALES
✓LOWER SALES EXPENSE

YOU GET BOTH...
through advertising in THE DENVER POST

1st
You reach families who buy more!

Among all the 48 states, Colorado ranks . . .

1st in General Merchandise Sales Per Family
3rd in Total Retail Sales Per Family
6th in Drug Sales Per Family
8th in Furniture, Household, and Radio Sales Per Family
14th in Food Sales Per Family

2nd
You reach them through one medium!

The Sunday DENVER POST'S Roto, Comic, and Magazine Sections Give You . . .

99% Coverage of Metropolitan Denver
93% Coverage of Retail Trading Zone
71% Coverage of Entire State of Colorado
378,299 Total Circulation

Sources:
Sales Data—Survey Of Buying Power, May 10, 1949
Circulation — A.B.C. Publisher's Statement, September 30, 1948



THE DENVER POST
The Voice of the Rocky Mountain Empire

EDITOR AND PUBLISHER
PALMER HOYT

REPRESENTED NATIONALLY BY
MOLONEY, REGAN & SCHMITT, INC.

Third in States Population
COLORADO SPRINGS
is
Colorado's 2nd Market
CITY POPULATION NOW 49,750
PAID CIRCULATION HIGHEST IN HISTORY
97% OF CIRCULATION CONCENTRATED IN TRADING AREA
GAZETTE TELEGRAPH
Evening and Sunday

second in...
Retail Sales Tax Bank Deposits
Bank Clearances Postal Receipts
Auto Registrations Drug Sales
Food Sales (El Paso County) Telephones
Per Capita Buying Income
Quality Market Index 140

36 NEW INDUSTRIES ESTABLISHED SINCE VJ-DAY

COLORADO — (Continued)

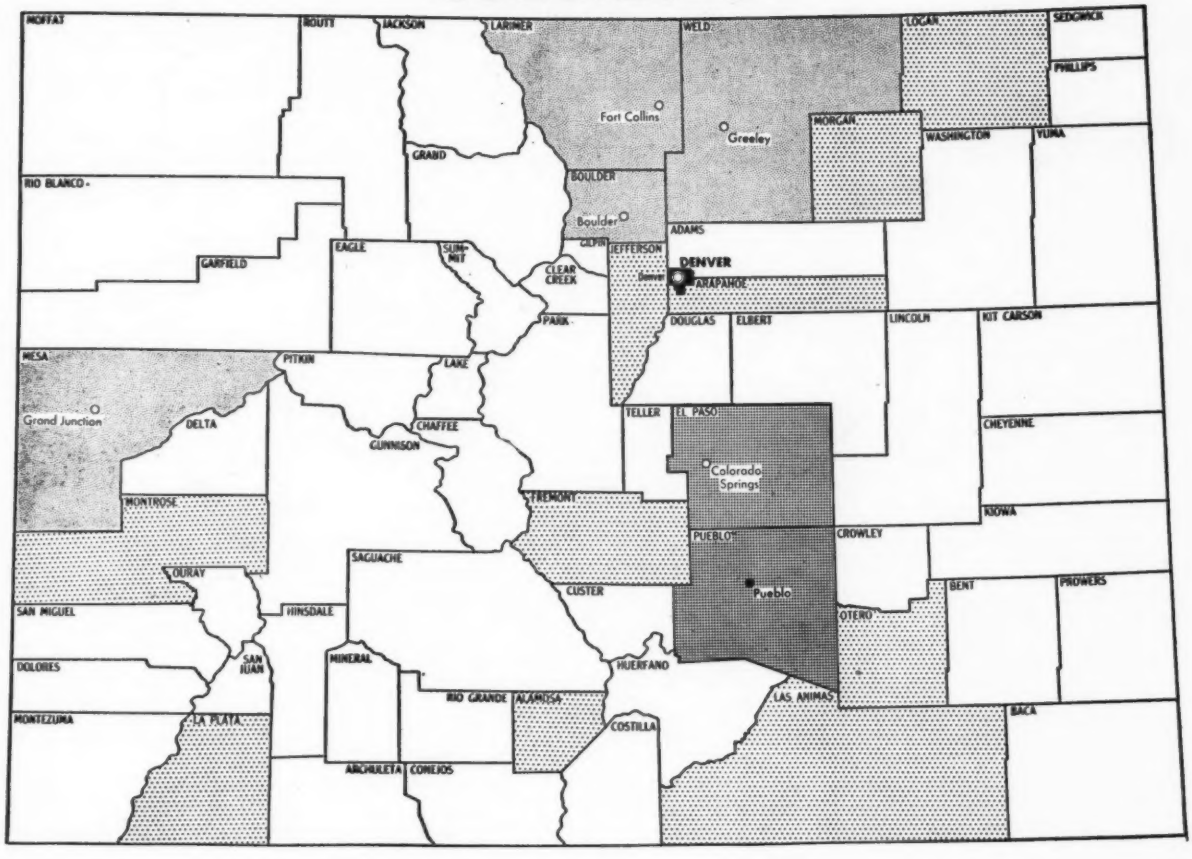
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S.A. Potential	Quality of Market Index
Kiowa	2.5	.0017	.7	1,760	.0013	468	*	*	*		2,223	.0012	889	3,176	E	57.2	.0013	78
Kit Carson	6.7	.0046	1.8	5,980	.0046	1,171	279	263	*		8,000	.0042	1,194	4,444	B	57.1	.0044	96
Lake	8.1	.0055	2.4	10,505	.0080	2,385	658	350	368		12,445	.0066	1,536	5,185	G	1.9	.0068	124
La Plata	15.0	.0103	4.2	17,470	.0134	3,747	1,618	335	802		18,963	.0100	1,264	4,515	E	33.0	.0111	108
Durango	8.4	.0057	2.5	15,058	.0115	2,768	*	*	802		10,370	.0055	1,235	4,148	.....	.....	0073	128
Larimer	37.2	.0254	11.3	44,057	.0337	10,582	3,476	1,135	1,963		50,076	.0265	1,346	4,432	B	29.3	.0284	112
Fort Collins	20.0	.0137	6.5	29,122	.0223	5,726	2,438	524	1,423	H	25,482	.0135	1,274	3,920	.....	.....	.0162	119
Las Animas	32.5	.0222	8.7	26,483	.0203	6,999	2,897	524	586		30,371	.0161	934	3,491	D	19.6	.0186	84
Trinidad	18.0	.0123	5.0	20,366	.0156	5,067	*	*	*	H	16,594	.0088	922	3,319	.....	.....	.0115	93
Lincoln	5.3	.0036	1.5	5,824	.0045	959	*	204	75		7,408	.0039	1,398	4,039	C	51.1	.0040	111
Logan	18.4	.0126	4.8	20,255	.0155	4,003	1,778	422	*		25,334	.0134	1,377	5,278	B	43.6	.0139	110
Sterling	9.5	.0065	2.7	17,378	.0133	3,491	*	393	1,004	H	13,926	.0073	1,466	5,158	.....	.....	.0089	137
Mesa	35.0	.0239	10.0	40,181	.0308	8,644	4,913	728	2,554		41,284	.0219	1,180	4,128	B	33.2	.0250	105
Grand Junction	17.5	.0119	5.2	33,351	.0255	5,707	*	583	*	H	26,483	.0140	1,513	5,093	.....	.....	.0170	143
Mineral	.6	.0004	.2	854	.0006	384	*	*	*		889	.0004	1,482	4,445	G	14.4	.0004	100
Moffat	4.3	.0030	1.4	5,784	.0044	1,533	400	*	*		6,963	.0037	1,619	4,974	E	44.1	.0038	127
Montezuma	8.2	.0056	2.2	8,048	.0062	1,450	400	277	131		9,630	.0051	1,174	4,377	D	52.9	.0055	98
Montrose	13.1	.0089	3.6	15,766	.0121	2,874	859	379	479		18,222	.0097	1,391	5,062	B	46.2	.0103	116
Morgan	16.0	.0109	4.4	18,881	.0145	4,130	1,238	451	310		21,483	.0113	1,343	4,883	B	46.1	.0122	112
Otero	24.9	.0170	7.0	24,253	.0186	6,259	2,577	698	1,282		35,854	.0190	1,440	5,122	B	29.6	.0185	109
Ouray	1.7	.0012	.5	1,993	.0015	532	40	146	*		2,963	.0016	1,743	5,926	F	33.9	.0015	125
Park	1.8	.0012	.6	2,953	.0023	958	*	*	*		3,111	.0016	1,728	5,185	F	35.0	.0017	142
Phillips	4.4	.0030	1.3	4,954	.0038	1,256	339	160	51		6,223	.0033	1,414	4,787	D	50.8	.0034	113
Pitkin	1.3	.0009	.5	890	.0007	341	.....	*	*		1,777	.0010	1,367	3,554	F	47.8	.0009	100
Prowers	18.5	.0126	5.1	12,303	.0094	2,959	720	422	268		15,112	.0080	817	2,963	B	38.7	.0093	74
Pueblo	86.0	.0587	25.1	88,935	.0682	19,660	13,278	1,802	5,150		124,786	.0660	1,451	4,972	C	7.7	.0652	111
▲Pueblo	75.0	.0512	23.5	82,977	.0636	18,263	13,278	1,762	5,150	G	114,375	.0605	1,525	4,867	.....	.....	.0596	116
Rio Blanco	2.7	.0019	.8	3,076	.0024	575	*	*	*		3,853	.0020	1,427	4,816	E	54.6	.0021	111
Rio Grande	11.7	.0080	3.1	14,123	.0108	2,767	978	437	366		16,296	.0086	1,393	5,257	B	43.7	.0091	114
Routt	8.6	.0058	2.5	10,814	.0083	1,895	400	291	103		12,742	.0068	1,482	5,097	D	30.5	.0071	122
Saguache	4.7	.0032	1.3	3,791	.0029	1,042	*	102	*		3,852	.0020	820	2,963	D	56.5	.0025	78
San Juan	1.0	.0007	.3	1,625	.0012	404	140	*	*		1,630	.0009	1,630	5,433	G	.8	.0010	143
San Miguel	2.1	.0015	.6	2,612	.0020	917	81	*	*		2,963	.0016	1,411	4,938	F	17.5	.0017	113
Sedgwick	4.4	.0030	1.2	5,707	.0044	1,468	*	160	*		6,074	.0032	1,380	5,062	C	49.3	.0035	117
Summit	1.2	.0008	.5	1,238	.0009	403	*	.....	*		1,482	.0008	1,235	2,964	G	13.3	.0008	100
Teller	2.8	.0019	.9	4,271	.0033	1,364	*	175	291		4,593	.0024	1,640	5,103	G	6.7	.0026	137
Washington	7.0	.0048	1.8	4,141	.0032	1,171	59	*	14		6,371	.0034	910	3,539	C	70.8	.0036	75

▲ See end of state "Metropolitan County Areas." *Withheld to avoid disclosure.

Before using these figures, see explanation page 19.
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COLORADO



1946 Retail Sales in Excess of $100 Million
1946 Retail Sales $50.0 Million to $99.9 Million
1946 Retail Sales $25.0 Million to $49.9 Million
1946 Retail Sales $10.0 Million to $24.9 Million

Cities shown are those having retail sales of $15.0 million or more in 1946

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COLORADO — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S.A. Potential	Quality of Market Index
Weld	64.6	.0041	17.7	55,504	.0426	12,240	3,806	1,260	2,101	.....	82,882	.0439	1,283	4,683	A	46.6	.0438	99
Greeley	20.0	.0137	6.2	36,300	.0278	6,775	3,459	739	1,933	H	36,020	.0191	1,801	5,810	.....	.....	.0206	151
Yuma	9.9	.0068	2.6	9,904	.0076	2,449	580	234	104	.....	13,038	.0069	1,317	5,015	B	61.1	.0071	104
Total Above Cities	646.9	.4416	208.1	969,721	.7427	182,732	161,953	27,314	50,268	.....	1,079,994	.5717	1,669	5,190	.....	.....	.5970	135
State Total	1,206.6	.8238	363.1	1,423,668	1.0905	301,796	197,167	41,652	64,674	.....	1,724,414	.9129	1,429	4,749	.....	21.0	.9483	115

COLORADO — Metropolitan County Areas

Denver	35	476.9	.3255	152.6	664,667	.5091	124,395	133,713	20,609	34,742	.....	778,719	.4123	1,633	5,103	.....	.....	.4240	130
Pueblo	93	86.0	.0587	25.1	88,935	.0682	19,660	13,278	1,802	5,150	.....	124,786	.0660	1,451	4,972	.....	.....	.0652	111

COLORADO — New Metropolitan County Area

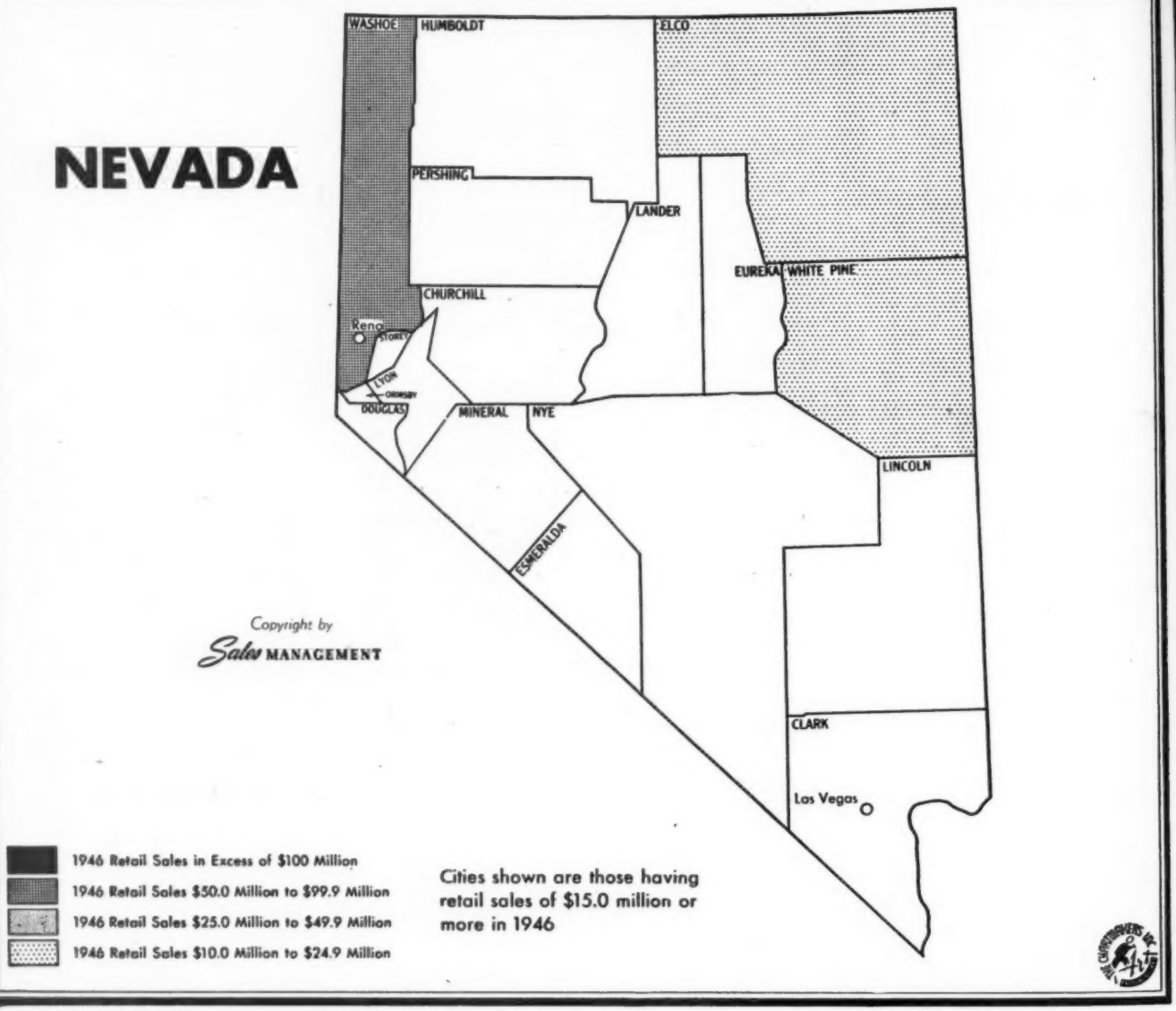
Colorado Springs	146	65.0	.0444	21.8	89,328	.0685	19,954	8,538	3,181	4,399	.....	99,665	.0528	1,533	4,572	.....	.....	.0558	126

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*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

NEVADA



NEVADA

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City	County	City	County	City	County
Ely	White Pine	Las Vegas	Clark	Reno	Washoe

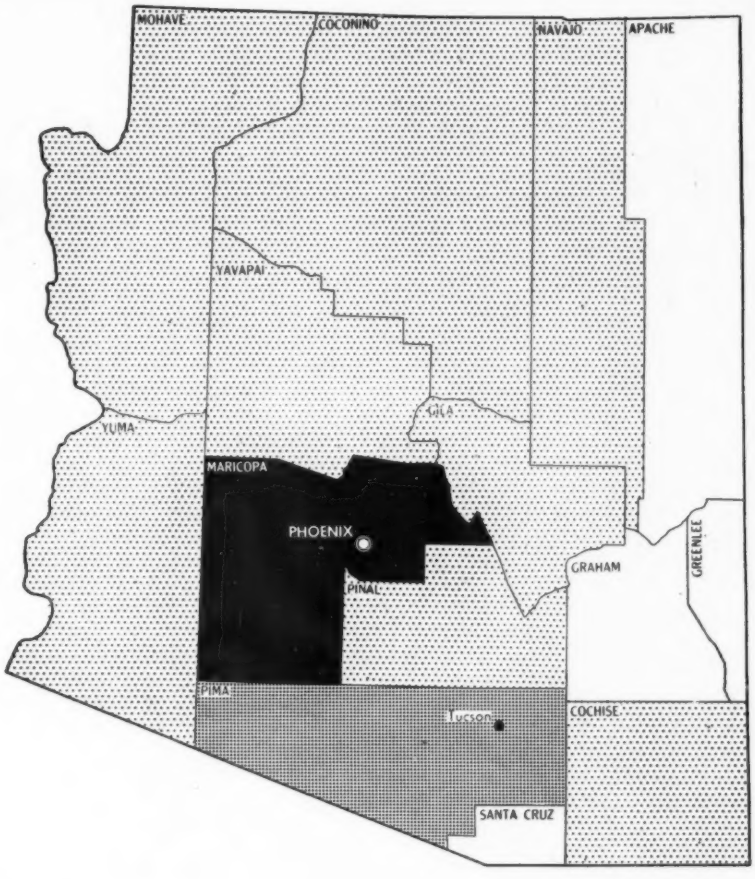
COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES					SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)								FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Churchill	5.3	.0036	1.5	6,190	.0047	1,253	604	154	*		6,240	.0033	1,177	4,160	E	42.6	.0038	106
Clark	39.7	.0271	12.2	38,200	.0294	8,977	1,871	1,202	1,237		75,780	.0401	1,909	6,211	F	5.6	.0343	127
Las Vegas	21.5	.0146	7.2	31,185	.0239	7,628	*	*	1,177	H	45,633	.0242	2,122	6,338	.....	.....	.0222	152
Douglas	1.8	.0012	.6	1,823	.0014	784	105	*	*		1,983	.0011	1,102	3,305	E	47.3	.0012	100
Elko	9.4	.0064	2.8	11,316	.0087	3,190	1,207	389	*		11,915	.0063	1,268	4,255	B	24.8	.0070	109
Esmeralda	1.3	.0009	.5	1,217	.0009	342	*	*	*		1,328	.0007	1,022	2,656	G	7.2	.0008	89
Eureka	1.2	.0008	.3	808	.0006	413	*	*	*		1,492	.0008	1,243	4,973	F	34.3	.0007	88
Humboldt	4.1	.0028	1.3	5,674	.0043	1,525	1,379	*	87		5,912	.0031	1,442	4,548	E	23.9	.0034	121
Lander	1.4	.0010	.6	1,888	.0014	655	*	*	*		3,002	.0016	2,144	5,003	F	21.2	.0014	140
Lincoln	3.5	.0024	1.0	3,096	.0024	1,083	472	177	*		4,511	.0024	1,289	4,511	G	15.3	.0024	100
Lyon	3.8	.0026	1.1	2,791	.0022	699	105	.....	*		3,930	.0021	1,034	3,573	E	43.6	.0022	85
Mineral	5.9	.0040	2.5	1,924	.0014	670	*	*	*		6,530	.0034	1,107	2,612	G	9.2	.0029	73
Nye	3.1	.0021	1.2	4,961	.0038	1,595	250	*	*		7,150	.0038	2,306	5,958	F	18.8	.0035	167

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*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

ARIZONA



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Sales MANAGEMENT

1946 Retail Sales in Excess of $100 Million
1946 Retail Sales $50.0 Million to $99.9 Million
1946 Retail Sales $25.0 Million to $49.9 Million
1946 Retail Sales $10.0 Million to $24.9 Million

Cities shown are those having retail sales of $15.0 million or more in 1946

NEVADA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Ormsby	4.3	.0029	1.5	3,752	.0029	1,510	*	201	*		5,130	.0027	1,193	3,420	G	5.2	.0028	97
Pershing	2.6	.0018	1.0	2,626	.0020	527	52	*	*		4,330	.0023	1,665	4,330	F	22.9	.0021	117
Storey	1.1	.0008	.4	808	.0006	442	*	*	*		855	.0005	777	2,138	G	3.9	.0006	75
Washoe	41.1	.0281	13.4	68,532	.0525	14,844	10,355	2,223	3,268		85,967	.0455	2,092	6,415	D	7.5	.0442	157
Reno	34.0	.0234	11.8	62,365	.0478	12,597	10,165	2,195	3,122	G	75,028	.0397	2,207	6,358	.....	.....	.0389	166
White Pine	12.5	.0085	3.4	15,518	.0119	4,516	1,983	555	471		13,007	.0069	1,041	3,826	F	8.0	.0087	102
Ely	4.2	.0029	1.2	10,863	.0083	2,848	1,023	*	471		5,475	.0029	1,304	4,563	.....	.....	.0045	155
Total Above Cities	59.7	.0409	20.2	104,413	.0800	23,073	11,188	2,195	4,770		126,138	.0668	2,113	6,244	.....	.....	.0656	160
State Total	142.1	.0970	45.3	171,124	.1311	43,025	19,014	6,034	5,450		239,062	.1266	1,682	5,277	.....	15.3	.1220	128

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*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

FOR THE BENEFIT OF ALL we've tried to give you the information needed to understand the figures in the Survey of Buying Power. So if you are confused or in doubt as to the sources of our figures, please run through the introduction beginning on page 19, again.



Sink your pick into some real paydirt

The Phoenix Republic and Gazette

. . . will stake your claim to Arizona's three-quarter billion dollar market . . . offering a greater circulation than the total of all other Arizona dailies combined.

One out of two Arizona dollars is spent in Phoenix's $362,000,000 home county. Many a manufacturer has struck it rich in this retail gold rush of . . . .

444% INCREASE since 1940

The Republic and Gazette reach Phoenix and Maricopa County completely . . . plus two-thirds of the families in all Arizona.

Represented Nationally by Kelly-Smith Company

ARIZONA

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City	County	City	County	City	County
Flagstaff	Coconino	Prescott	Yavapai	Yuma	Yuma
Phoenix	Maricopa	Tucson	Pima		

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Apache	23.9	.0163	5.1	5,121	.0039	749	324	*	*		10,148	.0053	425	1,990	E	44.5	.0071	44
Cochise	33.4	.0228	9.6	31,512	.0241	8,015	7,719	722	897		45,730	.0243	1,369	4,764	D	10.4	.0238	104
Coconino	22.8	.0156	6.1	21,927	.0168	3,157	912	481	332		20,167	.0106	885	3,306	E	30.8	.0135	87
Flagstaff	9.9	.0067	2.8	14,772	.0113	1,771	*	*	332		8,735	.0046	882	3,120	.....	.....	.0071	106
Gila	23.9	.0163	6.8	18,711	.0143	5,824	1,616	647	369		28,452	.0151	1,190	4,184	E	8.2	.0151	93
Graham	12.3	.0084	3.0	10,175	.0078	2,026	911	240	257		10,727	.0057	872	3,576	C	41.2	.0069	82
Greenlee	11.5	.0079	3.0	7,420	.0057	1,242	2,016	*	*		10,662	.0056	927	3,554	F	12.2	.0061	77
Maricopa 88	285.1	.1948	80.0	311,368	.2385	59,078	40,411	11,270	17,060		343,831	.1820	1,206	4,298	A	22.3	.2015	104
▲Phoenix	97.5	.0666	30.2	237,270	.1817	29,543	37,114	9,317	15,760	E	180,068	.0953	1,847	5,963	.....	.....	.1155	173
Mohave	10.6	.0072	3.6	10,569	.0091	3,541	3,385	256	98		12,717	.0067	1,200	3,533	F	12.2	.0072	100
Navajo	26.5	.0181	6.3	16,084	.0123	2,976	1,254	681	404		33,463	.0178	1,263	5,312	E	39.9	.0182	90

▲ See end of state "Metropolitan County Areas." *Withheld to avoid disclosure. Before using these figures, see explanation page 19.

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NEWCOMERS To Big Time MARKETING

The figures are New, the facts remain the same. We're now a BIG TIME Metropolitan County Area. KTUC has covered Tucson and Pima County with BIG TIME marketing ideas for years. Result: a list of national and local awards that make for listener-interest and put us Hooper-high on YOUR marketing list. Check the figures,—check the facts, then buy KTUC for Metropolitan County coverage.

BIG TIME MARKETING in the NEW WEST

Winner Of

Ford Theatre Promotion

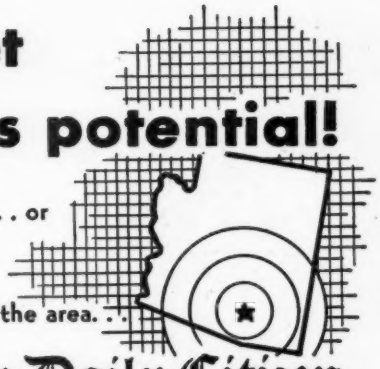
Billboard Public Service Award

Billboard Program Award

C.C.N.Y. Over All Promotion

ktuc Tucson Arizona CBS

It's the *Quality* of market that determines your sales potential!



According to Sales Management,
Tucson, Arizona's 1948 "QUALITY OF MARKET INDEX" was 158 . . . or
58% above the average market of its size in the United States!

Sell this quality market by advertising in the only newspapers that cover the area. . .

The Arizona Daily Star • Tucson Daily Citizen

Morning & Sunday, est. 1877 — Evening, est. 1870

COMBINED DAILY CIRCULATION as of one day, March 1, 1949 - 43,800

COMBINED DAILY CIRCULATION, Sunday Star, daily Citizen, as of February 27-28, 1949 - 54,642

ARIZONA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Pima.....175	119.7	.0817	33.6	128,370	.0983	31,313	14,696	5,217	6,661	.....	155,012	.0821	1,295	4,613	C	9.4	.0869	106
◆Tucson.....	49.8	.0340	14.4	104,232	.0799	21,931	14,575	5,042	*	G	86,951	.0461	1,746	6,038	.....	.....	.0538	158
Pinal.....	28.2	.0192	7.3	24,554	.0188	5,203	1,048	676	383	.....	29,223	.0154	1,036	4,003	A	35.8	.0172	90
Santa Cruz.....	10.6	.0072	2.7	12,670	.0097	2,209	4,410	240	323	.....	10,019	.0053	945	3,711	F	13.3	.0070	97
Yavapai.....	28.4	.0194	9.1	24,750	.0190	7,175	3,214	902	718	.....	29,865	.0158	1,052	3,282	D	13.1	.0175	90
Prescott.....	10.4	.0070	3.7	19,040	.0146	3,214	2,777	661	514	H	11,047	.0058	1,062	2,986	.....	.....	.0087	124
Yuma.....	28.5	.0195	7.9	28,821	.0221	4,583	2,587	602	75	.....	27,168	.0141	983	3,439	B	28.0	.0177	91
Yuma.....	11.8	.0081	3.5	18,185	.0139	2,136	2,415	481	.....	H	13,809	.0073	1,170	3,945	.....	.....	.0094	116
Total Above Cities..	179.4	.1224	54.6	393,499	.3014	58,595	56,881	15,501	16,606	.....	300,610	.1591	1,676	5,516	.....	.....	.1945	159
State Total.....	665.4	.4542	184.1	652,050	.4994	137,091	84,481	22,126	27,648	.....	767,184	.4061	1,153	4,167	.....	21.5	.4437	98

ARIZONA — Metropolitan County Area

Phoenix.....88	285.1	.1946	80.0	311,366	.2385	59,078	40,411	11,270	17,060	.....	343,831	.1820	1,206	4,298	.....	.....	.2015	104

ARIZONA — New Metropolitan County Area

Tucson.....175	119.7	.0817	33.6	128,370	.0983	31,313	14,696	5,217	6,661	.....	155,012	.0821	1,295	4,613	.....	.....	.0869	106

WYOMING—Counties and Cities

City	County	City	County	City	County
Casper	Natrona	Laramie	Albany	Sheridan	Sheridan
Cheyenne	Laramie	Rock Springs	Sweetwater		

Albany.....	17.2	.0117	5.4	29,411	.0156	4,735	1,778	695	746	.....	21,287	.0113	1,238	3,942	E	15.3	.0126	108
Laramie.....	14.2	.0096	4.3	19,125	.0146	4,288	1,776	695	746	.....	19,326	.0102	1,361	4,494	.....	.....	.0114	119
Big Horn.....	10.7	.0073	2.8	10,802	.0083	2,859	988	408	250	.....	12,464	.0066	1,165	4,451	B	47.8	.0073	100
Campbell.....	4.7	.0032	1.5	5,132	.0039	1,412	318	*	*	.....	6,230	.0033	1,326	4,153	D	57.0	.0035	109
Carbon.....	13.8	.0094	4.3	18,391	.0141	4,396	*	538	695	.....	20,319	.0107	1,472	4,725	C	25.9	.0114	121
Converse.....	5.4	.0037	1.6	6,957	.0054	1,786	319	210	*	.....	7,224	.0038	1,338	4,515	D	45.0	.0043	116
Crook.....	4.6	.0031	1.2	2,642	.0020	769	*	65	*	.....	4,611	.0025	1,002	3,843	E	59.7	.0025	81
Fremont.....	13.5	.0093	3.8	14,384	.0110	3,341	805	459	125	.....	16,397	.0087	1,215	4,315	B	48.0	.0095	102
Goshen.....	11.2	.0078	3.0	9,155	.0070	2,324	938	315	98	.....	10,830	.0057	967	3,610	B	59.5	.0065	86
Hot Springs.....	3.8	.0026	1.2	4,519	.0035	1,250	336	223	301	.....	5,568	.0029	1,465	4,640	E	32.4	.0030	115
Johnson.....	3.8	.0026	1.3	4,655	.0035	1,251	437	131	218	.....	5,689	.0030	1,492	4,381	D	57.3	.0031	119
Laramie.....	48.0	.0314	13.5	54,312	.0416	11,011	*	2,142	4,270	.....	85,338	.0452	1,855	6,321	C	9.3	.0413	132
Cheyenne.....	35.5	.0243	10.4	50,781	.0389	9,910	5,254	2,099	4,270	G	70,574	.0374	1,988	6,786	.....	.....	.0352	145

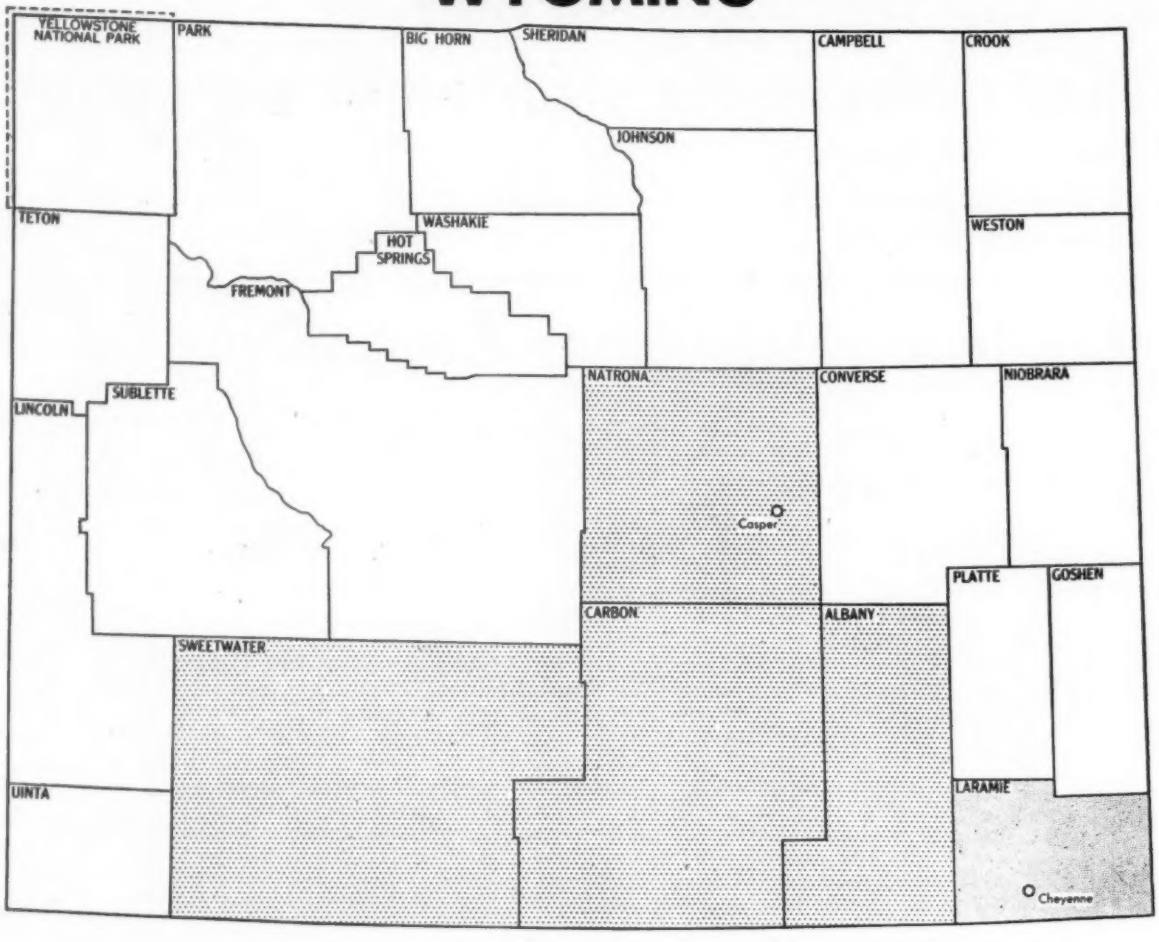
◆ See end of state "New Metropolitan County Areas."

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 19.

WYOMING



WYOMING — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S. A. Potential	Quality of Market Index
Lincoln	8.6	.0059	2.1	8,645	.0067	1,627	452	276	268		11,746	.0062	1,368	5,593	D	37.0	.0063	107
Natrona	34.0	.0232	10.7	46,831	.0359	8,320	*	*	3,439		59,096	.0313	1,738	5,523	D	9.9	.0310	134
Casper	25.0	.0170	8.1	43,412	.0333	7,723	3,601	1,180	3,320	G	47,700	.0252	1,908	5,889			.0260	153
Niobrara	4.7	.0032	1.4	6,453	.0049	1,412	268	209	*		6,943	.0037	1,477	4,959	E	33.8	.0040	125
Park	21.3	.0145	6.1	17,932	.0137	2,323	939	498	340		16,952	.0090	796	2,779	C	46.4	.0115	79
Platte	7.6	.0052	2.1	7,860	.0061	1,734	787	327	*		9,439	.0050	1,242	4,495	D	46.3	.0054	104
Sheridan	24.0	.0164	7.2	26,715	.0204	5,593	3,384	722	535		27,488	.0145	1,145	3,818	B	27.2	.0166	101
Sheridan	14.6	.0100	4.6	23,804	.0182	4,575	3,384	721		H	20,442	.0109	1,400	4,444			.0129	129
Sublette	2.3	.0016	.7	2,353	.0018		*	91	*		2,917	.0016	1,268	4,167	E	55.1	.0017	106
Sweetwater	23.0	.0157	8.7	27,441	.0210	6,679	1,424	674	492		39,969	.0211	1,738	5,966	F	8.4	.0199	127
Rock Springs	12.0	.0082	3.6	19,099	.0147	4,320	1,138	471	*	H	21,796	.0115	1,816	6,054			.0118	144
Teton	2.0	.0013	.5	3,188	.0025	786	*	*	*		1,618	.0009	809	3,236	F	42.2	.0015	115
Uinta	7.5	.0052	2.1	8,014	.0061	2,018	451	158	94		8,521	.0045	1,138	4,058	E	30.6	.0051	93

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 19.



Half-Milivolt Daytime Coverage Areas of Boise stations—taken from official maps filed with FCC. In this low noise level area, however, effective listening far exceeds the .5 mv/v contour.

Sales UP in the Boise Market

Retail sales go above a quarter of a billion dollars in the Boise Market! Get your share—economically — on KDSH, the only medium that reaches ALL of this important Pacific Northwest area. See map at left.
Boise and KDSH mean business for you!

Contact KDSH or any Free & Peters office

KDSH — **CBS FOR IDAHO**

5000 watts day and night — 950 kc
Radio Center Building, Boise, Idaho

WYOMING — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Washakie	4.9	.0033	1.3	6,940	.0053	1,501	336	209	394		6,139	.0032	1,253	4,722	D	48.3	.0039	118
Weston	4.2	.0029	1.3	4,910	.0038	1,322	268	157	*		6,026	.0032	1,435	4,635	E	34.1	.0033	114
YellowstoneNational Park (Part)	.2	.0001	.1	1,586	.0012	*	*	*	*		305	.0002	1,525	3,050	G	2.7	.0005	
Total Above Cities	101.3	.0691	31.0	158,221	.1197	30,816	15,153	5,166	8,336		179,838	.0952	1,775	5,801			.0973	141
State Total	279.0	.1904	81.9	320,238	.2453	68,592	24,070	10,070	12,552		393,094	.2081	1,409	4,800		29.4	.2157	113

IDAHO

City	County	City	County	City	County
Boise	Ada	Idaho Falls	Bonneville	Nampa	Canyon
Caldwell	Canyon	Lewiston	Nez Perce	Pocatello	Bannock
Coeur d'Alene	Kootenai	Moscow	Latah	Twin Falls	Twin Falls

Ada	65.0	.0444	20.1	83,494	.0639	14,575	15,031	2,098	4,982		101,110	.0535	1,556	5,030	B	18.8	.0547	123
Boise	37.5	.0255	12.5	70,970	.0544	12,295	*	1,895		F	68,813	.0364	1,835	5,505			.0396	155
Adams	3.4	.0023	1.0	1,811	.0014	224	*	*			3,478	.0018	1,023	3,478	F	53.4	.0018	78
Bannock	39.7	.0271	10.5	47,704	.0365	9,917	4,703	1,309	3,569		59,074	.0313	1,488	5,626	B	20.2	.0320	118
Pocatello	25.0	.0171	7.3	39,641	.0304	7,847	4,464	1,152		H	40,800	.0216	1,632	5,589			.0233	136
Bear Lake	6.9	.0048	1.8	6,361	.0049	1,477	461	150	158		8,653	.0046	1,254	4,807	E	47.3	.0047	98
Benewah	6.2	.0042	1.9	4,553	.0035	1,525	289	112	94		6,002	.0032	968	3,159	E	32.1	.0035	83
Bingham	20.1	.0137	5.0	14,085	.0108	3,402	892	350	671		16,544	.0087	823	3,309	B	56.2	.0103	75
Blaine	4.3	.0029	1.3	6,505	.0050	722	*	150			7,085	.0038	1,648	5,450	E	29.2	.0040	138
Boise	1.4	.0010	.5	1,164	.0009	401	*	*			2,250	.0012	1,607	4,500	G	33.5	.0011	110
Bonner	13.1	.0089	4.1	9,986	.0076	2,906	893	174			12,668	.0067	967	3,090	E	29.2	.0074	83
Bonneville	31.0	.0212	11.1	38,470	.0279	6,898	5,467	650	1,815		44,168	.0234	1,425	3,979	B	32.3	.0243	115
Idaho Falls	21.5	.0147	6.1	34,319	.0263	5,580	5,467	650	1,815	G	32,702	.0173	1,521	5,361			.0195	133
Boundary	5.0	.0034	1.5	4,982	.0038	1,524	404	*			7,033	.0037	1,407	4,689	F	39.9	.0037	109
Butte	1.9	.0013	.4	1,164	.0009	322	*	*			1,524	.0008	802	3,810	F	64.3	.0009	69
Camas	1.1	.0008	.4	896	.0007	288	*	*			1,193	.0006	1,085	2,983	F	64.7	.0007	88
Canyon	48.5	.0331	14.0	47,035	.0360	8,438	6,717	1,285	2,238		65,147	.0345	1,343	4,653	A	41.4	.0347	105
Nampa	19.6	.0134	6.0	23,753	.0182	4,304	4,548	657	1,273	H	28,872	.0153	1,473	4,812			.0158	118
Caldwell	14.5	.0099	4.6	18,014	.0138	2,937	1,974	453		H	20,952	.0111	1,445	4,555			.0117	118
Caribou	2.1	.0014	.5	2,419	.0019	389	*	*			3,167	.0017	1,508	6,334	E	43.2	.0017	121

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Before using these figures, see explanation page 19.

We're Proud of Our Potatoes and Our Retail Sales*, Too!

Fast-growing Idaho Falls (11% population increase in 1948) has an Effective Buying Income of $5361 per family—20% above national average.

Reason? The center of a rich area producing famous Idaho potatoes, sugar beets, seed peas, grain and hay; the site of Idaho's largest livestock sales yards. **Also serving new Atomic Reactor Plant area.**

Result? A STABLE economy and EXCEPTIONAL retail sales—

***34% ABOVE national per capita average!**

Represented by WARD-GRIFFITH CO. — New York — Chicago — Detroit

The IDAHO FALLS *Market*

— can be effectively and thoroughly covered only by its lone daily newspaper —

***The* POST-REGISTER**

Idaho Falls, Idaho

IDAHO — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Cassia	12.6	.0086	3.2	13,007	.0100	2,584	1,209	213	547		16,330	.0087	1,296	5,103	B	46.8	.0091	106
Clark	.8	.0005	.3	555	.0004	209	*	*			815	.0004	1,019	2,717	F	53.1	.0004	80
Clearwater	7.1	.0049	2.2	6,291	.0048	1,252	*	199			8,245	.0044	1,161	3,748	F	23.1	.0046	94
Custer	2.5	.0017	.7	2,634	.0020	578	*	26			3,854	.0020	1,542	5,506	F	47.4	.0019	112
Elmore	7.0	.0048	2.2	5,161	.0040	609	317	*	61		8,804	.0047	1,258	4,002	E	34.3	.0045	94
Franklin	8.6	.0060	2.1	7,651	.0059	1,477	924	150	352		9,275	.0049	1,054	4,417	C	53.4	.0054	90
Fremont	8.5	.0058	2.0	7,114	.0054	1,846	548	237	151		9,813	.0052	1,154	4,907	B	52.0	.0054	93
Gem	7.4	.0050	2.2	8,440	.0065	1,653	461	174	237		10,101	.0053	1,365	4,591	D	42.4	.0056	112
Gooding	7.8	.0054	2.2	8,258	.0063	1,300	778	174	438		9,384	.0050	1,203	4,265	C	57.2	.0055	102
Idaho	9.0	.0061	2.8	9,551	.0073	2,247	893	150	406		9,974	.0053	1,108	3,562	B	48.6	.0061	100
Jefferson	9.3	.0064	2.1	5,520	.0042	1,172	*	174	144		7,827	.0041	842	3,727	B	65.0	.0046	72
Jerome	19.4	.0132	5.1	8,424	.0065	1,830	692	213	360		14,053	.0074	724	2,755	B	60.7	.0083	63
Kootenai	25.8	.0176	8.4	18,081	.0138	5,185	1,902	474	470		33,421	.0177	1,295	3,979	E	22.7	.0165	94
Coeur D'Alene	13.4	.0091	4.5	13,688	.0105	3,787	*	374		H	18,516	.0098	1,382	4,115			.0099	109
Latah	20.2	.0138	6.2	17,919	.0137	4,078	2,018	598	485		24,285	.0129	1,202	3,917	B	32.1	.0133	96
Moscow	8.5	.0058	2.8	13,887	.0106	3,098	2,017	474	381	H	12,313	.0065	1,449	4,398			.0076	131
Lemhi	4.7	.0032	1.5	6,292	.0048	1,749	518	*	248		7,623	.0040	1,622	5,082	E	45.9	.0041	128
Lewis	3.9	.0027	1.2	3,888	.0030	1,140	129	125			5,228	.0028	1,341	4,357	C	46.5	.0028	104
Lincoln	3.8	.0026	1.1	2,957	.0023	675	*	*			4,027	.0021	1,060	3,661	E	58.3	.0023	88
Madison	7.5	.0051	1.7	7,240	.0055	1,252	820	212	374		9,996	.0053	1,333	5,880	C	53.3	.0053	104
Minidoka	8.8	.0058	2.2	7,832	.0060	1,605	*	237	320		9,512	.0050	1,119	4,324	C	55.3	.0055	95
Nez Perce	20.4	.0139	6.8	28,228	.0216	5,330	4,280	573	837		27,598	.0147	1,353	4,248	B	22.3	.0168	119
Lewiston	13.6	.0093	4.7	26,902	.0206	4,656	*	*	837	H	22,493	.0119	1,654	4,786			.0140	151
Oneida	4.2	.0029	1.0	2,687	.0021	722	375	*	104		5,175	.0027	1,232	5,175	D	59.1	.0026	90
Owyhee	5.2	.0035	1.4	2,743	.0021	802	*	*			4,166	.0022	801	2,976	C	70.5	.0024	89
Payette	7.9	.0054	2.4	8,493	.0065	2,006	749	150			10,275	.0054	1,301	4,281	D	45.9	.0057	106
Power	3.4	.0023	.9	3,352	.0026	546	*	*			4,327	.0023	1,273	4,808	D	56.3	.0024	104
Shoshone	19.1	.0131	5.9	25,799	.0198	7,384	1,210	573	927		28,140	.0149	1,473	4,769	G	1.8	.0160	122
Teton	3.3	.0022	.8	1,613	.0012	306	*	124			2,169	.0012	657	2,711	E	63.1	.0014	64
Twin Falls	36.0	.0246	10.1	46,079	.0353	8,005	5,617	1,058	1,990		54,036	.0288	1,501	5,350	A	41.0	.0298	121
Twin Falls	16.2	.0111	4.9	34,974	.0267	5,041	4,801	784	1,730	H	26,466	.0140	1,634	5,401			.0172	155
Valley	4.4	.0030	1.3	4,553	.0035	1,155	*	*			5,711	.0030	1,298	4,393	F	32.0	.0032	107
Washington	7.5	.0051	2.2	9,641	.0074	1,911	1,383	150	676		11,907	.0063	1,588	5,412	D	49.0	.0064	125
Total Above Cities	169.8	.1159	53.4	276,148	.2115	49,545	23,271	6,439	6,036		271,927	.1439	1,601	5,102			.1586	137
State Total	535.7	.3657	156.0	548,632	.4202	113,396	61,972	13,166	23,484		695,167	.3680	1,298	4,456		36.6	.3832	105

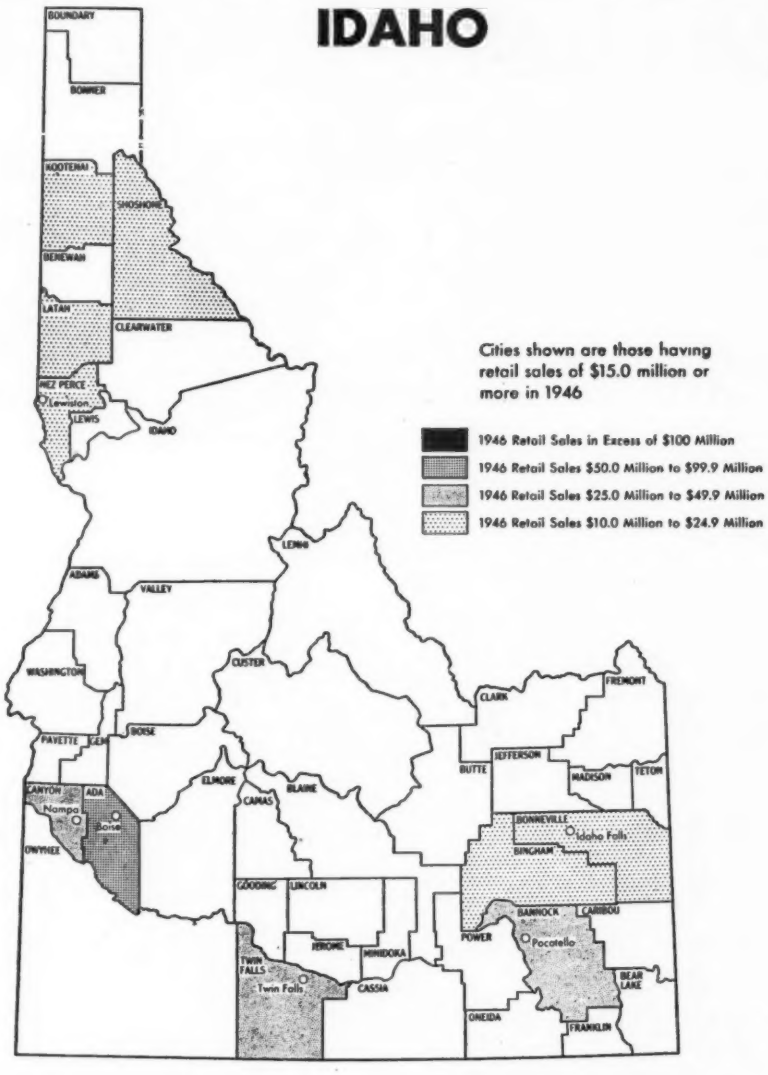
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Before using these figures, see explanation page 19.

An index to all county and city data, by states and sections, appears on page 5.

IDAHO



MONTANA

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City	County	City	County	City	County
Anaconda	Deer Lodge	Great Falls	Cascade	Lewiston	Fergus
Billings	Yellowstone	Havre	Hill	Miles City	Custer
Bozeman	Gallatin	Helena	Lewis and Clark	Missoula	Missoula
Butte	Silver Bow	Kalispell	Flathead		

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES & ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)								FARM				
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S.A. Potential	Quality of Market Index
Beaverhead	5.5	.0037	2.0	9,268	.0071	2,322	728	153	304	.....	11,662	.0062	2,120	5,831	B	47.1	.0060	162
Big Horn	8.4	.0057	2.2	7,362	.0056	1,808	543	116	179	.....	9,442	.0050	1,124	4,292	B	59.5	.0053	93
Blaine	7.6	.0052	2.0	9,217	.0071	1,754	656	128	144	.....	11,728	.0062	1,543	5,864	B	57.5	.0063	121
Broadwater	2.1	.0015	.6	2,982	.0023	620	*	*	*	.....	3,766	.0020	1,793	6,277	E	37.6	.0019	127
Carbon	9.0	.0061	2.5	6,774	.0052	1,984	313	192	151	.....	9,698	.0051	1,078	3,879	C	55.7	.0053	87
Carter	2.5	.0017	.7	1,028	.0008	373	*	*	*	.....	2,314	.0012	926	3,306	E	75.1	.0012	71
Cascade	44.5	.0304	13.9	67,789	.0519	14,158	9,994	1,555	3,200	.....	86,569	.0459	1,945	6,228	B	13.3	.0446	147
Great Falls	41.5	.0284	13.4	62,162	.0476	12,873	*	1,496	.....	G	81,265	.0430	1,958	6,065	.....	.....	.0415	146
Chouteau	5.4	.0037	1.6	4,818	.0036	833	*	89	*	.....	7,935	.0042	1,469	4,959	B	67.2	.0039	105
Custer	13.4	.0091	4.2	11,677	.0090	2,747	1,642	358	518	.....	18,281	.0096	1,364	4,353	D	23.1	.0093	102
Miles City	10.4	.0071	3.2	11,490	.0088	2,641	1,642	358	518	H	16,837	.0089	1,619	5,262	.....	.....	.0085	120

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Eight Counties
$100,000,000 Retail Sales
Seven Major Industries
18 Years successful service to our advertisers

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Missoula, Montana



MONTANA — (Continued)

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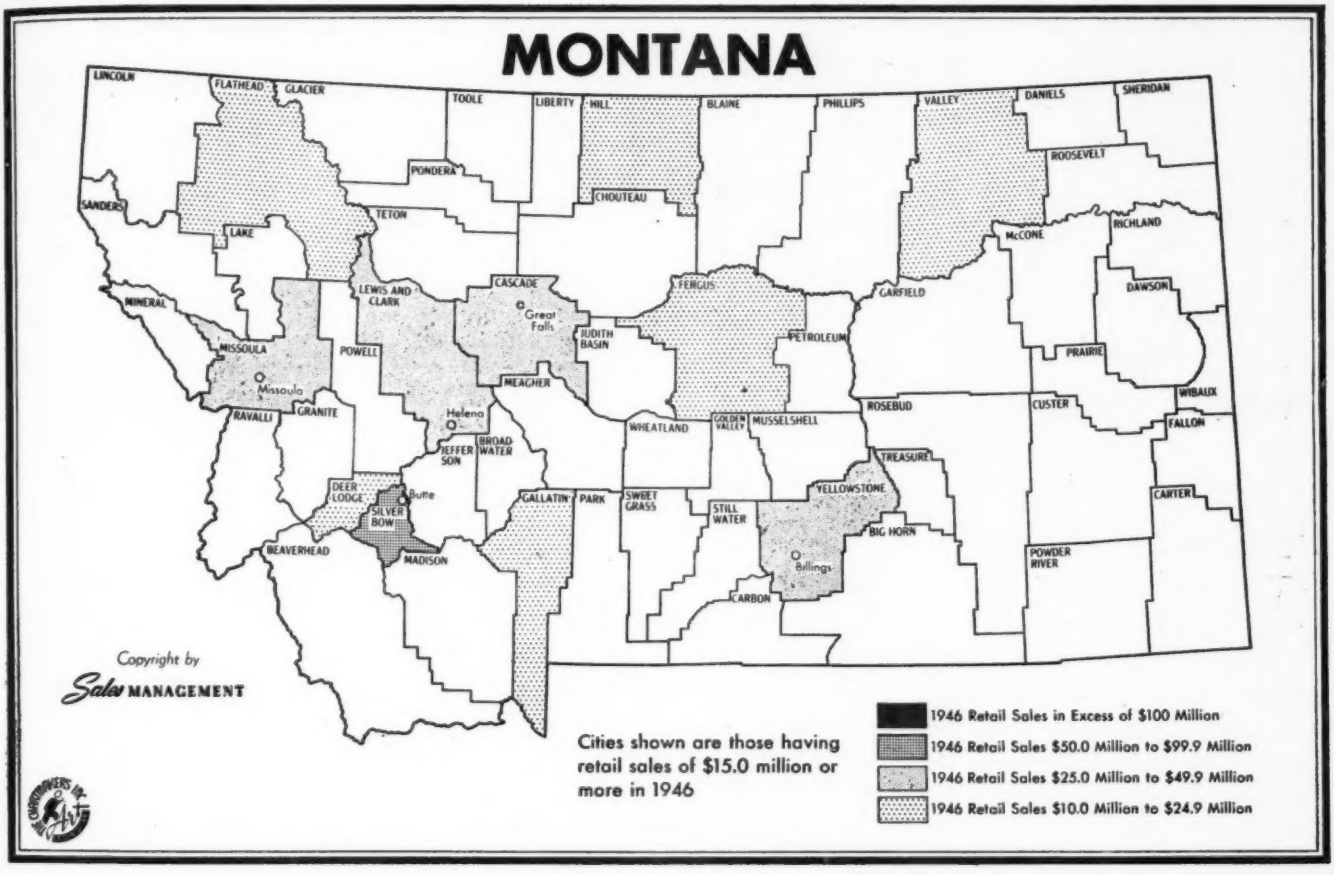
COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)								FARM				
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Daniels	3.7	.0025	1.1	3,421	.0026	566	128	90	*		5,232	.0028	1,414	4,756	B	62.7	.0027	108
Dawson	7.4	.0051	2.0	7,648	.0059	1,505	629	115	272		10,935	.0058	1,478	5,468	C	39.1	.0057	112
Deer Lodge	14.6	.0100	4.5	15,120	.0116	4,784	1,412	244	810		20,750	.0110	1,421	4,611	F	4.7	.0110	110
●Anaconda	14.3	.0097	4.5	14,410	.0111	4,465	1,412	244	816		20,362	.0108	1,424	4,525			.0107	110
Fallon	3.1	.0021	.9	2,679	.0020	674	*	*	*		3,981	.0021	1,284	4,423	E	59.8	.0021	100
Fergus	12.5	.0085	3.7	13,565	.0104	3,224	1,841	243	*		19,524	.0103	1,562	5,277	B	42.8	.0100	118
Lewistown	7.5	.0052	2.3	11,476	.0087	2,393	1,842	230	147	H	12,748	.0068	1,700	5,543			.0071	137
Flathead	25.9	.0177	7.9	26,414	.0202	5,653	4,481	551	1,128		29,687	.0157	1,146	3,758	E	23.4	.0175	99
Kalispell	14.0	.0095	4.6	19,572	.0150	3,331	*	358	*	H	19,980	.0105	1,427	4,343			.0117	123
Gallatin	17.9	.0122	5.4	24,979	.0192	5,102	2,570	449	743		29,046	.0154	1,623	5,379	B	32.5	.0159	130
Bozeman	10.6	.0073	3.3	19,060	.0146	3,756	2,269	320	*	H	23,022	.0122	2,172	6,976			.0119	163
Garfield	2.0	.0014	.6	910	.0007	248	*	*	*		1,790	.0010	895	2,983	E	74.9	.0010	71
Glacier	7.7	.0052	2.2	10,009	.0076	1,701	527	231	*		12,710	.0067	1,651	5,777	D	28.8	.0067	129
Golden Valley	1.1	.0008	.4	523	.0004	194	*	*	*		1,331	.0007	1,210	3,328	F	68.2	.0005	63
Granite	2.8	.0018	1.0	3,303	.0026	958	*	*	38		4,413	.0023	1,697	4,413	F	28.1	.0023	128
Hill	14.5	.0099	4.1	16,433	.0125	3,880	1,913	397	720		20,471	.0109	1,412	4,993	B	33.9	.0112	113
Havre	10.5	.0071	3.2	14,511	.0111	3,153	1,912	*	*	H	15,415	.0082	1,468	4,817			.0089	125
Jefferson	3.3	.0022	1.0	3,135	.0024	885	*	115	77		4,170	.0022	1,264	4,170	F	32.8	.0023	105
Judith Basin	3.0	.0021	.8	2,359	.0018	479	*	39	*		3,550	.0019	1,183	4,438	C	65.6	.0019	90
Lake	9.7	.0066	2.8	8,457	.0065	1,877	527	192	151		10,584	.0056	1,091	3,780	D	53.5	.0061	92
Lewis & Clark	23.5	.0160	7.8	36,551	.0280	8,177	4,411	840	1,591		48,757	.0258	2,075	6,251	D	12.5	.0245	153
Helena	18.6	.0127	6.5	33,408	.0256	7,466	4,411	*	1,591	H	39,344	.0208	2,115	6,053			.0206	162
Liberty	1.6	.0011	.6	1,618	.0013	479	*	*	*		1,951	.0010	1,219	3,252	D	70.4	.0011	100
Lincoln	6.2	.0042	1.9	4,969	.0038	1,505	271	115	70		7,195	.0038	1,160	3,787	G	19.5	.0039	93
McCone	2.5	.0017	.7	2,528	.0019	355	*	*	*		2,227	.0012	891	3,181	D	74.1	.0015	88
Madison	5.0	.0035	1.7	3,656	.0028	1,204	72	128	26		6,241	.0033	1,248	3,671	D	47.7	.0032	91
Meagher	1.5	.0010	.6	2,189	.0017	444	*	*	*		1,989	.0010	1,326	3,315	E	65.1	.0012	120
Mineral	1.5	.0010	.6	1,197	.0009	318	*	*	*		1,883	.0010	1,255	3,138	G	14.7	.0010	100
Missoula	29.8	.0204	9.3	44,883	.0344	8,803	6,636	956	1,673		59,468	.0315	1,996	6,394	E	10.0	.0301	148
Missoula	25.0	.0171	7.7	42,415	.0325	8,112	6,636	956	1,673		50,050	.0265	2,002	6,500			.0264	154
Musselshell	4.5	.0030	1.4	4,853	.0037	1,506	228	77	281		6,483	.0035	1,441	4,631	F	24.7	.0035	117
Park	9.3	.0064	3.0	11,713	.0090	3,029	913	281	330		15,523	.0082	1,669	5,174	D	25.7	.0081	127
Petroleum	.8	.0005	.3	573	.0004	160	*	*	*		820	.0004	1,025	2,733	F	60.7	.0004	60
Phillips	5.9	.0040	1.8	6,234	.0048	1,187	358	90	67		8,998	.0048	1,525	4,999	C	55.0	.0048	115
Pondera	5.3	.0037	1.4	8,470	.0050	1,665	*	153	147		8,891	.0047	1,678	6,351	B	55.6	.0046	124
Powder River	2.4	.0016	.7	1,095	.0008	249	*	*	*		2,729	.0014	1,137	3,899	D	78.1	.0013	81
Powell	5.7	.0039	2.0	5,409	.0041	1,347	300	153	*		7,668	.0041	1,345	3,834	E	30.7	.0041	105
Prairie	2.0	.0014	.5	1,602	.0013	425	*	*	*		1,994	.0010	997	3,988	E	55.1	.0012	86
Ravalli	9.9	.0067	3.0	8,979	.0068	2,198	700	205	52		12,213	.0065	1,234	4,071	C	51.6	.0066	99
Richland	8.5	.0058	2.2	8,189	.0063	1,878	685	167	179		11,002	.0058	1,294	5,001	B	57.6	.0060	103

● See end of state "Multiple Cities."

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Before using these figures, see explanation page 19.

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MONTANA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Roosevelt	8.5	.0058	2.2	8,509	.0065	1,772	386	244	*		11,342	.0060	1,334	5,155	B	47.7	.0061	105
Rosebud	5.5	.0038	1.5	4,904	.0038	939	257	89	86		6,981	.0037	1,269	4,654	C	50.0	.0037	97
Sanders	5.7	.0039	1.9	3,724	.0028	834	455	90	*		6,792	.0036	1,192	3,575	F	42.3	.0034	87
Sheridan	6.0	.0041	1.5	4,145	.0032	833	228	128	*		7,142	.0038	1,190	4,761	B	60.7	.0037	90
Silver Bow	52.0	.0355	17.5	76,357	.0585	21,271	7,503	1,459	4,551		94,952	.0503	1,826	5,426	G	1.4	.0498	140
●Butte	47.0	.0321	17.1	70,248	.0538	19,093	7,503	1,431	4,551	F	90,705	.0480	1,930	5,304	.....	.....	.0466	145
Stillwater	5.1	.0034	1.4	3,943	.0030	797	257	90	*		5,258	.0028	1,031	3,756	D	6.9	.0030	88
Sweet Grass	2.8	.0019	.9	2,863	.0022	574	*	*	51		3,888	.0020	1,389	4,320	E	63.1	.0020	105
Teton	6.0	.0041	1.9	5,425	.0042	1,310	*	166	32		7,223	.0038	1,204	3,802	B	61.1	.0040	98
Toole	5.4	.0037	1.6	7,616	.0058	1,826	700	128	193		9,133	.0049	1,691	5,708	D	32.1	.0049	132
Treasure	1.3	.0009	.4	960	.0008	124	*	*	*		1,600	.0008	1,231	4,000	F	62.2	.0008	89
Valley	9.8	.0067	2.7	14,820	.0113	4,537	1,384	795	*		17,009	.0090	1,736	6,300	B	34.1	.0092	137
Wheatland	2.7	.0018	.8	3,488	.0027	1,028	*	*	*		5,031	.0027	1,863	6,289	E	43.4	.0025	139
Wibaux	1.8	.0013	.5	926	.0007	249	*	*	*		1,251	.0006	695	2,502	E	71.5	.0008	62
Yellowstone	45.1	.0308	13.2	64,016	.0490	11,737	7,004	2,000	2,288		81,000	.0429	1,796	6,136	B	20.2	.0423	137
Billings	31.7	.0216	9.9	57,487	.0441	10,287	6,806	1,813	2,116	F	65,504	.0347	2,066	6,617	.....	.....	.0349	162
Total Above Cities	231.1	.1578	75.7	356,239	.2729	77,570	34,433	7,206	11,406	.....	435,232	.2304	1,883	5,749	.....	.....	.2288	145
State Total	511.0	.3488	155.6	614,274	.4705	141,189	61,680	14,448	20,710	.....	804,203	.4257	1,574	5,168	.....	31.8	.4238	122

MONTANA — Multiple Cities

Butte—Anaconda	61.3	.0418	21.6	84,658	.0649	23,558	8,915	1,675	5,361	.....	111,067	.0588	1,812	5,142	.....	.....	.0573	137

● See end of state "Multiple Cities."

© SM, 1949.

*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.



KFRE CENTRAL CALIFORNIA'S MOST POWERFUL STATION DELIVERS A BILLION DOLLAR MARKET!

More than a million people, over a billion dollars in retail sales. That's the big, lucrative market covered like a blanket by 50,000 watt KFRE, Central California's most powerful station.

More than a million, over a billion. It's a sweet story. Ask:

Avery-Knodel, Inc.
RADIO STATION REPRESENTATIVE

KFRE CBS
FRESNO'S FIFTY

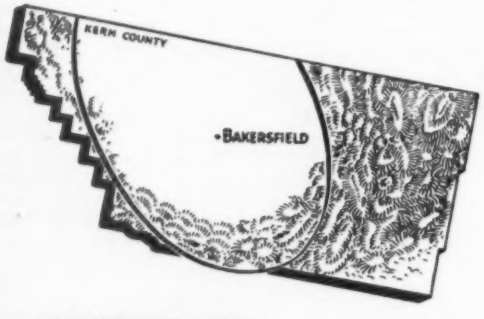
Pacific States

CALIFORNIA

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City	County
Alameda	Alameda
Alhambra	Los Angeles
Anaheim	Orange
Auburn	Placer
Bakersfield	Kern
Belvedere	Los Angeles
Berkeley	Alameda
Beverly Hills	Los Angeles
Brawley	Imperial
Burbank	Los Angeles
Burlingame	San Mateo
Chico	Butte
Compton	Los Angeles
Culver City	Los Angeles
El Centro	Imperial
El Monte	Los Angeles
Eureka	Humboldt
Fresno	Fresno
Fullerton	Orange
Glendale	Los Angeles
Grass Valley	Nevada
Hanford	Kings
Hayward	Alameda
Huntington Park	Los Angeles
Inglewood	Los Angeles
Lodi	San Joaquin
Long Beach	Los Angeles
Los Angeles	Los Angeles
Madera	Madera
Martinez	Contra Costa
Marysville	Yuba
Merced	Merced
Modesto	Stanislaus
Monrovia	Los Angeles
Monterey	Monterey
Napa	Napa
Oakland	Alameda
Ontario	San Bernardino
Oroville	Butte
Oxnard	Ventura
Palo Alto	Santa Clara
Pasadena	Los Angeles
Petaluma	Sonoma
Pittsburg	Contra Costa
Pomona	Los Angeles
Porterville	Tulare
Redding	Shasta
Redlands	San Bernardino
Redondo Beach	Los Angeles
Redwood City	San Mateo
Richmond	Contra Costa
Riverside	Riverside
Sacramento	Sacramento
Salinas	Monterey
San Bernardino	San Bernardino
San Diego	San Diego
San Fernando	Los Angeles
San Francisco	San Francisco
San Jose	Santa Clara
San Leandro	Alameda
San Luis Obispo	San Luis Obispo
San Mateo	San Mateo
San Rafael	Marin
Santa Ana	Orange
Santa Barbara	Santa Barbara
Santa Cruz	Santa Cruz
Santa Maria	Santa Barbara
Santa Monica	Los Angeles
Santa Rosa	Sonoma
South Gate	Los Angeles
Stockton	San Joaquin
Taft	Kern
Tulare	Tulare
Turlock	Stanislaus
Vallejo	Solano
Ventura	Ventura
Visalia	Tulare
Watsonville	Santa Cruz
Whittier	Los Angeles
Woodland	Yolo

An index to advertisers starts on page 605.



KERO SELLS THE 477* MARKET

*477—That's the Bakersfield, California, Retail Sales Index for 1948 . . . almost 4 times above the national average.

KERO—that's Bakersfield's NBC station that covers this rich, lucrative market solidly . . . and gives you the golden Kern County market as well. Ask:

Avery-Knodel, Inc.
RADIO STATION REPRESENTATIVE

KERO NBC for Kern County



You can't cover California's Bonanza Beeline without on-the-spot radio

Missing out on a *market* is no joke, either. Especially if it's a market the size of Bonanza Beeline—where buying power amounts up to 3¼ Billion . . . and annual retail sales virtually equal Detroit's.†

But you do miss out on the Beeline if you rely on outside radio. Because Beeline people live in *inland* California and western Nevada—remote from coastal influence. Naturally they find their favorite listening on their own *local* stations.

Yes, to cover the Beeline you need on-the-spot radio. You need the five BEELINE stations. By using all five, you blanket the whole market. By using individual stations, you get top *local* coverage. Because each BEELINE station is a strong local favorite . . . located right *in* a major Beeline city.

†*Sales Management's 1948 Copyrighted Survey.*



McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
50,000 watts 1530 kc.	1000 watts 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.

CHECK OUR FIGURES, PLEASE —

Richmond (Calif.) has . . . 35 3% of Contra Costa County's Population WITH EFFECTIVE BUYING INCOME TO MATCH
" " " . . . 54.1% " " " " " Retail Total Sales
" " " . . 62.9% " " " " " " Drug Sales
" " " . . 73.8% " " " " " " Food Sales
(Sixth in California — Ninth in the Eleven Western States)

They add up —to a whopping trading center. All percentages are deduced from Sales Management figures in this issue. Check 'em; see if we're right.

REPS: WEST-HOLLIDAY

RICHMOND DAILY INDEPENDENT
THE ONLY COVERAGE OF THE RICHMOND AREA

Write to us for your copy of Stanford University's "Survey of Newspaper Circulations and Buying Behavior in Richmond, Calif."

CALIFORNIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Alameda.....107	703.8	.4804	229.1	875,643	.6706	254,216	131,541	23,955	60,687	.....	1,221,680	.6467	1,736	5,333	A	2.9	.6205	129
▲Oakland.....	421.6	.2878	142.4	537,645	.4118	172,358	107,075	16,697	51,222	D	765,626	.4053	1,816	5,377	.....	.....	.3837	133
Berkeley.....	110.1	.0751	36.0	98,071	.0751	37,115	8,944	4,647	6,022	G	205,667	.1089	1,868	5,713	.....	.....	.0920	123
Alameda.....	90.1	.0615	28.3	24,518	.0188	12,457	921	1,317	1,060	H	135,873	.0719	1,508	4,801	.....	.....	.0538	87
San Leandro.....	26.8	.0183	7.7	10,508	.0080	4,830	789	456	276	H	35,250	.0187	1,315	4,578	.....	.....	.0154	84
Hayward.....	10.3	.0070	3.1	21,015	.0161	5,593	1,315	502	1,476	H	15,201	.0080	1,476	4,904	.....	.....	.0102	146
Alpine.....	.3	.0002	.1	180	.0001	.....	.....	.....	*	.....	449	.0003	1,497	4,490	G	25.8	.0002	100
Amador.....	9.1	.0063	3.0	8,291	.0064	2,707	501	240	*	.....	9,411	.0049	1,034	3,137	F	15.2	.0056	89
Butte.....	62.9	.0429	20.6	63,021	.0483	18,389	5,922	1,497	2,813	.....	75,480	.0400	1,200	3,864	A	23.7	.0430	100
Chico.....	11.6	.0079	3.8	34,346	.0263	7,226	3,678	844	1,745	H	18,780	.0100	1,619	4,942	.....	.....	.0145	184
Oroville.....	5.5	.0038	2.1	17,267	.0133	5,682	1,812	398	649	.....	6,364	.0033	1,157	3,030	.....	.....	.0064	168
Calaveras.....	10.7	.0073	3.8	8,291	.0064	3,049	785	132	208	.....	9,406	.0050	879	2,475	F	17.2	.0059	81
Colusa.....	11.5	.0078	3.7	13,818	.0106	3,080	1,168	397	185	.....	23,527	.0125	2,045	6,359	B	47.8	.0110	141
Contra Costa....107	289.3	.1975	85.1	215,582	.1651	91,271	10,961	4,985	8,221	.....	278,307	.1473	962	3,270	B	9.7	.1626	82
Richmond.....	102.3	.0698	31.0	123,098	.0942	67,358	4,286	3,135	3,094	H	105,651	.0560	1,033	3,408	.....	.....	.0702	101
Pittsburg.....	14.5	.0099	4.0	27,379	.0210	9,036	2,718	758	2,214	H	14,051	.0074	969	3,513	.....	.....	.0120	121
Martinez.....	10.4	.0071	3.2	29,534	.0226	11,135	2,061	948	1,357	H	11,596	.0061	1,115	3,624	.....	.....	.0113	159
Del Norte.....	5.9	.0041	2.2	6,910	.0053	1,710	449	232	157	.....	7,840	.0041	1,329	3,564	F	16.6	.0045	110
Eldorado.....	17.3	.0118	6.2	17,964	.0138	5,570	812	206	308	.....	20,387	.0108	1,178	3,288	E	17.1	.0119	101
Fresno.....47	280.5	.1914	79.8	303,042	.2321	81,641	32,504	6,716	17,227	.....	360,723	.1910	1,286	4,520	A	28.7	.2034	106
▲Fresno.....	90.9	.0621	26.7	210,311	.1611	42,209	24,215	4,621	14,491	E	151,621	.0803	1,668	5,679	.....	.....	.1009	162
Glenn.....	16.2	.0110	4.9	19,348	.0148	4,822	1,690	292	480	.....	20,395	.0108	1,259	4,162	B	50.9	.0120	109

▲ See end of state "Metropolitan County Areas."

© SM, 1949.

Before using these figures, see explanation page 19.
*Withheld to avoid disclosure.

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METROPOLITAN OAKLAND AREA
A "BILLION DOLLAR MARKET"
WITH AN UNLIMITED FUTURE

MEASURED IN TERMS OF *BRIGHT Facts* AND *BRIGHT Figures*





There's something which is of vital importance to you in the Metropolitan Oakland Area! Whether it's about food sales, general merchandise, building materials, or industrial expansion, there's an accurate and comprehensive story to be told about the 3rd Largest Market on the Pacific Coast. You'll find this highly informative story in the OAKLAND TRIBUNE'S 1949 "BRIGHT SPOT"

Coupled with the important factual market data on the Metropolitan Oakland Area, is the startling story of complete Oakland Tribune circulation coverage and advertising productiveness. With 7 out of every 10 Tribune's being delivered to the homes, it alone covers this "Billion Dollar Market."

Oakland Tribune

CRESMER & WOODWARD, INC.
National Representatives Including Sunday Magazine Section



ARE YOU POURING IT ON IN THE RIGHT PLACES ON THE PACIFIC COAST?

IN THE HOTTEST sales territory in the country (the Pacific Coast), be sure you're pouring it on in the right places. Be sure your network is Don Lee, the only network with enough stations to get your sales message across in 45 important markets.

Mountains up to 15,000 feet high surround many Pacific Coast markets and make long-range broadcasting unreliable. Don Lee, with 45 stations, broadcasts *from within* the buying markets, where people listen to their own *local*

LEWIS ALLEN WEISS, *President* WILLET H. BROWN, *Exec. Vice-Pres.* · WARD D. INGRIM, *Director of Advertising*
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA · *Represented Nationally by* JOHN BLAIR & COMPANY



Of the 45 Major Pacific Coast Cities

ONLY 10	3	6	26
have stations of all 4 networks	have Don Lee and 2 other network stations	have Don Lee and 1 other network station	have Don Lee and NO other network station





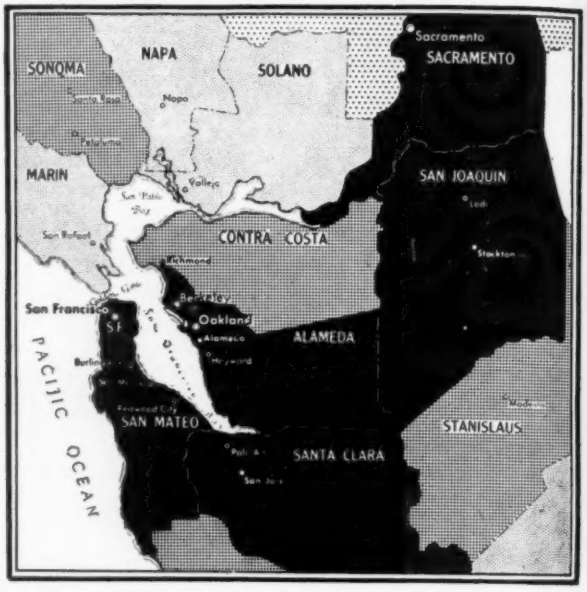
network station rather than to out-of-town or distant ones.

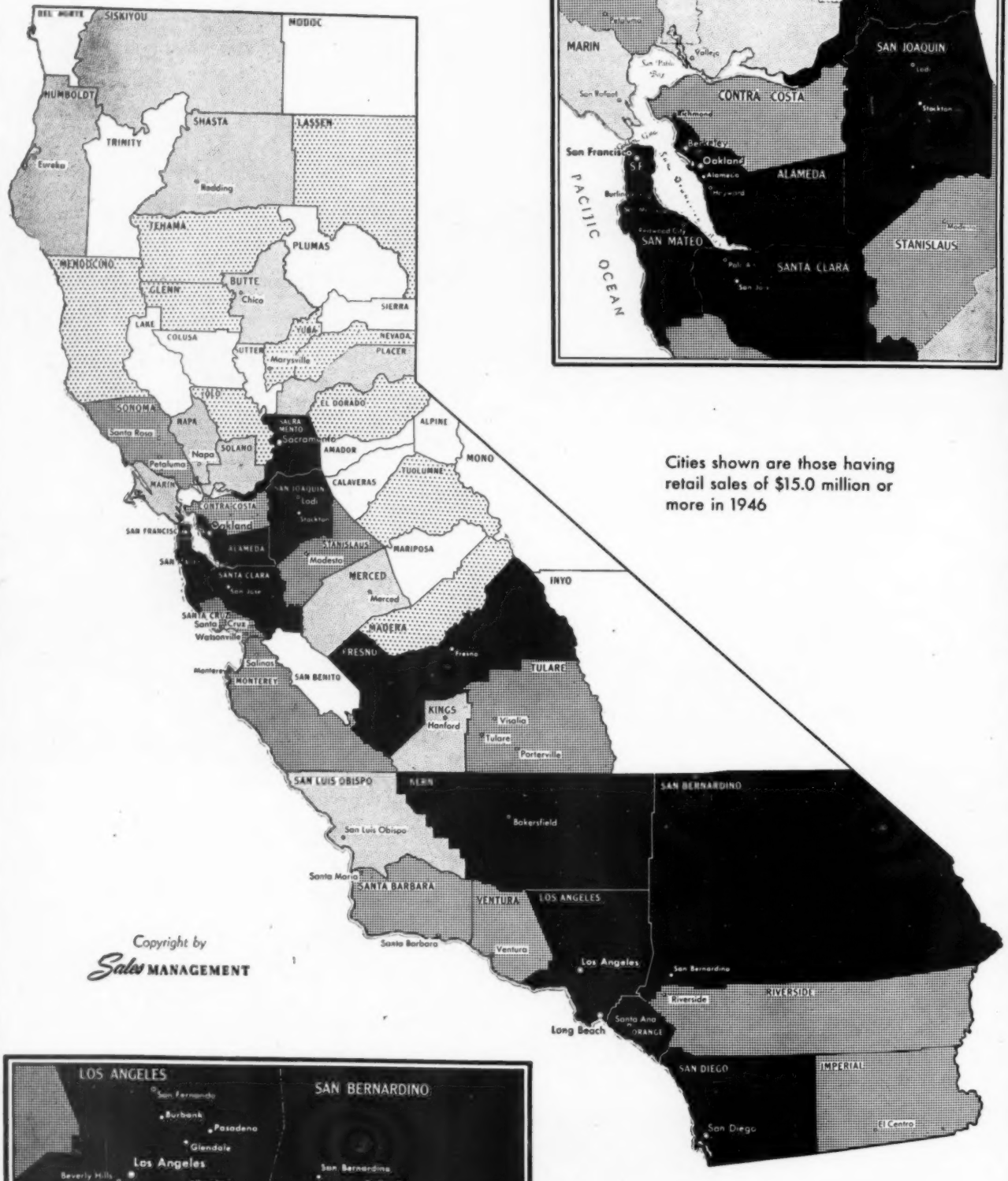
Advertisers with complete market distribution use the network that gives them complete market penetration to match. One of these is Miles California Company, now in its 16th year on the Don Lee Network with the Alka-Seltzer Newspaper of the Air. Make your Pacific Coast advertising pay off with more sales by pouring it on in the right places: the 45 important markets delivered by the Don Lee Network.

The Nation's Greatest Regional Network



CALIFORNIA





Cities shown are those having retail sales of $15.0 million or more in 1946

Copyright by
Sales MANAGEMENT



- 1946 Retail Sales in Excess of $100 Million
- 1946 Retail Sales $50.0 Million to $99.9 Million
- 1946 Retail Sales $25.0 Million to $49.9 Million
- 1946 Retail Sales $10.0 Million to $24.9 Million

In any market
one newspaper is
Newspaper Number One

. . . in northern California
it's THE SAN FRANCISCO EXAMINER
. . . and it has been for 62 years

WHY? • The Examiner is number one in CIRCULATION, daily and Sunday, because we carry more *news* in this *news*paper

The Examiner also has over 60 star features and writers.

• The Examiner is number one in ADVERTISING—both in linage and dollars invested—because advertisers know we have reader confidence and reader response in such abundance.

And ADD THIS, too . . .

• *The Examiner is number one in* SERVICE TO ADVERTISERS *because we keep up with our expanding market through exclusive and up-to-the-minute market analyses—continuous sales control plans, continuous commodity studies, and* monthly *grocery inventory reports.*

San Francisco Examiner
Monarch of the Dailies

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE

There's a RURAL MARKET in Southern California

Have You Been OVERLOOKING *It?*

BCA Stations alone cover this $573,850,672 Sales area —

The towering mountains surrounding Southern California's fertile inland valleys, divide them into an area which is separate and distinct from the Los Angeles-San Diego metropolitan market. Because of mountain and desert conditions, reception of metropolitan stations in this rural market is unreliable and unsatisfactory.

However, California rural network stations listed below are each located right in the heart of the valley they serve and dominate the audience in their area. They are programmed specifically for the rural area listener and will deliver your sales message effectively at a surprisingly low cost and with one billing.

Here are facts you can't ignore in planning a merchandising campaign

KPRO — Riverside and San Bernardino

The Voice of the Valley of Paradise

Primary Population	336,583
Secondary Population	247,741
Total Population	584,324
Farm Income	$230,716,871
Buying Income	$448,352,000
Retail Sales	$409,619,000

BMB RATING: Days 80% audience; Nights, 61% 1948 BMB Survey

KROP — Brawley and El Centra

Serving the Entire Imperial Valley

Primary Population (U.S. and Baja Calif.)	146,653
Farm Income	$96,377,000*
U.S. and Baja Calif. Buying Income	$138,234,000
Retail Sales	73,658,000

BMB Rating: Days 84%; Nights, 82% 1948 BMB Survey

KREO — Indio and Palm Springs

The Voice of the Coachella Valley

Primary Population	30,211
Farm Income	$18,642,280*
Buying Income	$21,050,000
Retail Sales	$16,534,672

BMB Rating: Days, 87%; Nights, 85% 1948 BMB Survey

KUCB — Blythe, California

The Voice of the Palo Verde Valley

Primary Population	20,316
Farm Income	$16,230,235*
Buying Income	$17,100,070
Retail Sales	$13,800,260

BMB Rating: Days, 96%; Nights 91% 1948 BMB Survey

KPOR-FM

Serving All of Southern California (Including the entire Los Angeles area and rich inland valleys) WITH FULL TIME FM COVERAGE.

*County Agricultural Commission Reports. Rating So. Calif.: 3% Day and Night

KVOE, Santa Ana and KVVC, Ventura will complete the blanket coverage of this tremendous rural sales market. A letter to the Broadcasting Corporation of America will bring an interesting brochure on the market or contact your nearest John E. Pearson office for rates and availabilities.

CALIFORNIA — (Continued)

The "SM" symbols mark original, exclusive, estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Humboldt	65.0	.0444	21.2	65,534	.0502	17,068	6,990	1,342	2,743		82,290	.0435	1,268	3,882	B	14.1	.0457	103
Eureka	21.1	.0144	7.5	39,255	.0301	10,617	5,319	950	1,756	H	29,160	.0154	1,382	3,888			.0196	136
Imperial	49.7	.0339	13.3	73,658	.0564	22,737	8,484	1,624	2,052		92,284	.0489	1,857	6,939	A	45.0	.0482	142
Brawley	13.0	.0089	3.3	19,593	.0150	5,275	2,248	421	272	H	22,682	.0120	1,745	6,873			.0123	138
El Centro	13.0	.0089	3.7	31,968	.0245	5,525	4,191	706	1,508	H	24,385	.0129	1,876	6,591			.0150	175
Inyo	10.1	.0069	3.5	14,583	.0112	4,014	1,402	386	449		15,842	.0083	1,549	4,469	F	8.8	.0089	129
Kern	213.1	.1455	60.7	228,345	.1734	66,875	23,313	4,787	9,790		291,521	.1543	1,368	4,803	A	19.0	.1583	109
Bakersfield	32.8	.0223	10.0	138,750	.1063	27,686	18,021	2,542	7,553	G	65,202	.0346	1,988	6,520			.0537	241
Taft	3.9	.0027	1.2	17,881	.0137	4,147	1,282	282	899		5,768	.0030	1,479	4,807			.0062	230
Kings	52.4	.0358	14.4	51,131	.0392	14,343	4,063	1,137	2,985		64,308	.0340	1,227	4,466	A	37.8	.0359	100
Hanford	12.0	.0082	3.5	28,685	.0220	6,468	3,357	633	2,132	H	18,822	.0100	1,569	5,378			.0132	161
Lake	13.2	.0090	4.7	11,818	.0090	3,640	656	258	359		12,548	.0067	951	2,670	E	35.6	.0078	87
Lassen	21.0	.0143	6.1	19,348	.0148	6,348	1,480	476	516		26,664	.0141	1,270	4,371	E	13.9	.0144	101

© SM, 1949.

Before using these figures, see explanation page 19.



Markets Change . . . Fast!

Especially are markets changing—but FAST!—on the Pacific Coast . . . changing so fast in Los Angeles and its 13 "Associated" Areas, for instance, that the potentials you were scanning last week become submerged beneath the potentials of this week.

Fantastic and fabulous as its growth continues to be, you can get the latest dope on the Los Angeles-Southern California market from your nearest Hearst Advertising Service representative.

Like holders of "Sales Operating in Southern California," he has the "market in his lap," and he'll be glad to put it in yours.

LOS ANGELES EXAMINER

Sales Master of Its Market

Represented Nationally by Hearst Advertising Service

New York • Chicago • Pittsburgh • Baltimore • Boston
Philadelphia • Detroit • Ft. Lauderdale, Fla.
San Francisco • Seattle • Los Angeles

Here Are Latest FACTS ABOUT Pasadena, California

	1947	1948	GAIN
Retail Sales	$189,530,000	$197,731,000	$8,201,000
Food Sales	41,554,000	43,931,000	2,377,000
Drug Sales	6,224,000	6,275,000	51,000
Effective Buying Income	222,537,000	235,898,000	13,361,000
Per Family Effective Buying Income	5,795	6,341	546

Figures From Sales Management - 1949 Survey of Buying Power.





PASADENA
Home of the world famous ROSE BOWL.

THE PASADENA DAILY & SUNDAY STAR-NEWS



Represented Nationally by CRESMER & WOODWARD, Inc.
NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

CALIFORNIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Los Angeles.....67	3,856.0	2.6323	1,254.5	4,838,534	3.7045	1,220,344	521,257	153,046	335,001	.....	6,539,776	3.4620	1,696	5,213	A	3.1	3.3688	128
▲Los Angeles....	1,958.9	1.3370	688.3	2,917,726	2.2348	694,376	385,730	93,205	221,805	A	3,853,156	2.0398	1,967	5,598	.....	.....	1.9577	148
Long Beach.....	267.1	.1824	93.9	424,397	.3251	104,949	45,350	13,162	24,351	E	534,200	.2828	2,000	5,689	.....	.....	.2754	151
Glendale.....	103.7	.0707	32.6	168,794	.1292	46,374	16,679	4,744	9,533	F	201,385	.1066	1,942	6,177	.....	.....	.1062	150
Pasadena.....	105.5	.0721	37.2	197,731	.1515	43,931	19,287	6,275	16,554	F	235,898	.1249	2,236	6,341	.....	.....	.1223	170

▲ See end of state "Metropolitan County Areas."

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Before using these figures, see explanation page 19.

SIX "GOLDEN OPPORTUNITIES" FOR EFFECTIVE PRODUCT PROMOTION IN THESE LOS ANGELES COUNTY "KEY" MARKETS

Golden Horseshoe Markets ✓

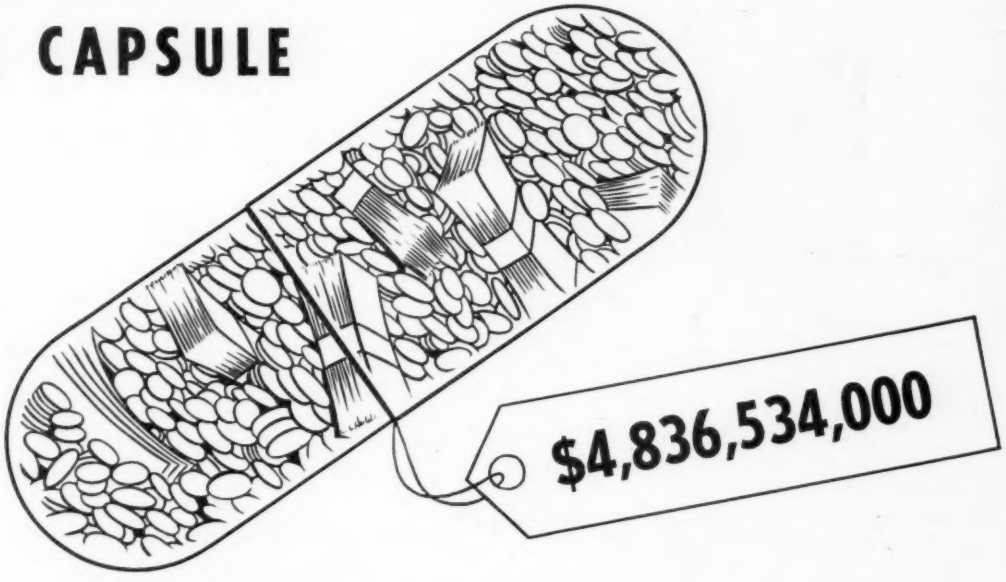
Alhambra Post-Advocate
Culver City Star-News
Glendale News-Press
Redondo South Bay Breeze
San Pedro News-Pilot
Monrovia News-Post

"ALL BUSINESS IS LOCAL"—National Advertising Campaigns plus strong Retail "Tie-ups," Salesmen's Route Lists and tailor-made Merchandising Service will secure good distribution AND profitable Sales in these "key" Southern California cities.

Represented Nationally by WEST-HOLLIDAY CO., Inc.

BILLIONS

IN A CAPSULE



Here's concentration of billions. In down to earth figures, for every $1000 in retail sales in California's 58 counties, $412 is spent in one single county—and it's Los Angeles County. For every $1000 of net buying income, $423 is in Los Angeles County.

Yes, Los Angeles County is the capsule which contains more than 40 per cent of California's entire population, income and retail sales. It is the county which became the nation's SECOND greatest retail market in 1947, and its 1948 retail sales of $4,836,534,000* are $214,000,000 above the previous year.

In this single county market of billions, the Herald-Express reaches more families than any other daily newspaper—it's the top spot medium for every Los Angeles advertising schedule. *Copyright, 1949, Sales Management Survey of Buying Power

LARGEST DAILY CIRCULATION IN THE WEST'S LARGEST CITY

Los Angeles **HERALD-EXPRESS**

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, INC.

If it's buying power you seek —



...reaches the top-buying families in the Pacific Coast market

- SUNSET families enjoy incomes well above the average
- They are the preferred charge account customers of Western department stores
- Four out of five own their homes
- Each 100 SUNSET families own 132 automobiles, 270 radios
- They are the outstanding prospects for any product which may be used to better their Western Living

Sunset

THE MAGAZINE OF WESTERN LIVING

Circulation More Than 450,000

Lane Publishing Co., 576 Sacramento St., San Francisco

Offices also in Los Angeles, New York, Chicago, Detroit, Boston, Atlanta

CALIFORNIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Santa Monica	73.1	.0499	25.7	115,744	.0886	28,068	8,341	4,438	6,445		122,589	.0649	1,677	4,770			.0690	138
Burbank	75.5	.0515	22.3	55,895	.0429	12,204	1,564	1,225	2,163	H	86,221	.0456	1,142	3,866			.0460	89
Alhambra	47.5	.0324	15.0	67,566	.0517	21,072	4,691	2,449	4,714	H	62,985	.0333	1,326	4,199			.0386	119
South Gate	49.9	.0341	14.1	28,936	.0222	14,644	*	765	561	H	60,379	.0320	1,210	4,282			.0295	87
Inglewood	45.0	.0307	13.8	62,357	.0477	15,538	3,648	2,449	2,374	H	72,900	.0386	1,620	5,283			.0398	130
Belvedere	45.3	.0309	10.3	24,499	.0188	9,764	1,564	458	417	H	41,541	.0220	917	4,033			.0228	74
Beverly Hills	30.0	.0205	9.2	120,568	.0924	26,848	1,564	4,745	8,023	H	96,332	.0510	3,211	10,471			.0573	280
Huntington Park	30.2	.0206	10.5	70,122	.0537	13,423	10,425	2,295	407	H	58,860	.0311	1,949	5,606			.0358	174
Pomona	32.5	.0222	10.1	50,445	.0386	12,203	4,170	1,530	3,923	G	56,453	.0299	1,737	5,589			.0310	140
Compton	39.5	.0270	11.3	39,933	.0306	9,764	1,042	1,225	1,645	H	51,469	.0273	1,303	4,555			.0282	104
Whittier	22.0	.0150	7.2	33,759	.0258	9,763	2,607	1,225	2,695	H	36,102	.0191	1,641	5,014			.0203	135
Monrovia	20.2	.0138	6.6	19,291	.0148	6,101	1,564	612	1,093	H	35,471	.0188	1,756	5,374			.0166	120
Redondo Beach	23.2	.0158	7.3	17,989	.0138	3,661	521	459	935	H	31,042	.0164	1,338	4,252			.0155	98
Culver City	17.5	.0119	5.7	23,293	.0178	3,662	522	612	307	H	23,153	.0123	1,323	4,062			.0139	117
San Fernando	13.0	.0089	3.6	24,114	.0185	6,101	1,564	765	648	F	17,589	.0093	1,353	4,886			.0120	135
El Monte	7.6	.0052	2.3	14,468	.0111	4,881	522	459	695		9,926	.0052	1,306	4,316			.0070	135
Madera	32.4	.0221	8.7	28,826	.0221	10,504	2,230	506	878		37,130	.0197	1,146	4,268	A	50.9	.0209	95
Madera	11.0	.0075	3.0	17,757	.0136	5,767	*	*	*	H	14,157	.0075	1,287	4,719			.0093	124
Marin 107	80.4	.0549	26.1	68,611	.0526	28,803	6,256	1,799	1,951		116,419	.0616	1,448	4,460	B	6.7	.0576	105
San Rafael	16.0	.0109	5.0	34,101	.0261	9,837	4,786	742	1,485	H	26,832	.0142	1,677	5,366			.0171	157
Mariposa	6.2	.0043	2.4	4,910	.0038	1,119	283	*	*		6,274	.0033	1,012	2,614	F	14.3	.0036	84
Mendocino	40.1	.0273	13.5	33,311	.0255	9,925	4,669	600	617		34,506	.0183	860	2,556	B	24.6	.0223	82
Merced	59.9	.0409	17.1	63,583	.0487	18,012	5,632	1,364	2,916		81,045	.0429	1,353	4,739	A	48.3	.0442	106
Merced	16.4	.0112	5.2	35,861	.0275	8,790	4,668	733	2,362	H	23,354	.0124	1,424	4,491			.0167	149
Modoc	10.5	.0072	3.3	13,819	.0106	3,050	670	223	180		17,253	.0091	1,643	5,228	D	34.9	.0092	128
Mono	1.6	.0011	.5	1,382	.0011	558	180	*	*		3,137	.0017	1,961	6,274	G	15.6	.0014	127

*Withheld to avoid disclosure.

© SM, 1949.

Before using these figures, see explanation page 19.

500,000 COPIES—TWICE WEEKLY

Biggest Home-Delivered Circulation in America's Third Largest Market

DOWN TOWN SHOPPING NEWS

is now the

LOS ANGELES INDEPENDENT

FOR 27 years the buying bible of the women of Los Angeles has been the Down Town Shopping News. With new owners, this fine advertising medium has become the Los Angeles Independent. Under two-year contracts for every issue are the leading department stores whose advertisements have always made the Shopping News the showcase of Los Angeles retail advertising.

In addition this newspaper now offers *all* advertisers three unique advantages:

1) PRIME CIRCULATION With 500,000 copies distributed by our own boys twice weekly, the Independent has the biggest home-delivered circulation in Los Angeles. Through constant market research controls, this circulation blankets good buying areas, avoids slums, insures minimum waste of your sales messages.

2) SPLIT-RUN EDITIONS Tailored to fit the sprawling, decentralized character of the city, the Independent is published in 10 Zone Editions. Each Edition (such as Hollywood, Pasadena, Westwood) has its own editorial and advertising content —a unique journalistic service to advertisers. You can now focus your sales messages on *any or all* sections of Greater Los Angeles.

3) MARKET COVERAGE For those who want to cover the entire market, the Independent provides the *only* one-paper buy which gives thorough *home* coverage in the principal buying areas of America's second largest *retail* market.

LOS ANGELES **Independent** PUBLISHING CO.

FORMERLY DOWN TOWN SHOPPING NEWS

417 SOUTH HILL STREET, LOS ANGELES 13 · 406 SUTTER STREET, SAN FRANCISCO 8

Representatives: JAMES A. COVENEY CO., 501 Fifth Avenue, New York 17

39 South State Street, Chicago 3 · 515 Olive Street, St. Louis 1 · 11 Church Street, Hudson, Massachusetts

ORANGE COUNTY ... a juicy market IN SOUTHERN CALIFORNIA



. . . juicy because it ranks as the richest "per-capita" County and is served by one of Southern California's best producing newspapers.

Santa Ana Register

Southern California's Most Consistent Newspaper

REPRESENTED NATIONALLY BY WEST HOLLIDAY CO. INC., IN THE WEST AND THE JOHN W. CULLEN CO. IN THE EAST

CALIFORNIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Monterey	117.8	.0804	35.8	120,583	.0924	35,592	10,001	3,313	5,061		170,705	.0804	1,449	4,768	A	29.9	.0890	111
Salinas	14.7	.0100	4.4	49,684	.0380	9,183	4,239	1,391	1,931	G	30,802	.0163	2,095	7,000	.....	.....	.0216	216
Monterey	14.4	.0099	4.6	26,532	.0204	7,297	3,105	819	1,552		21,758	.0115	1,511	4,730	.....	.....	.0139	140
Napa	48.5	.0331	16.5	43,053	.0330	13,729	3,938	1,062	1,656		48,549	.0257	1,001	2,942	B	21.1	.0294	89
Napa	14.5	.0099	4.9	31,686	.0242	9,020	3,674	876	1,432	H	23,896	.0127	1,648	4,877	.....	.....	.0156	158
Nevada	23.9	.0163	7.8	21,389	.0164	7,702	1,791	475	612		19,359	.0102	810	2,482	F	7.9	.0133	82
Grass Valley	7.0	.0048	2.2	15,314	.0118	3,751	1,562	262	568	H	7,322	.0038	1,046	3,328	.....	.....	.0064	133
Orange 67	171.8	.1172	54.2	199,709	.1530	58,721	15,031	5,846	11,857		204,685	.1084	1,191	3,778	A	20.6	.1235	105
Santa Ana	45.5	.0311	14.8	73,694	.0564	16,735	7,741	2,532	7,114	G	67,932	.0360	1,493	4,590	.....	.....	.0411	132
Anaheim	14.5	.0099	4.5	18,772	.0144	5,344	1,879	391	1,240	H	15,863	.0084	1,094	3,525	.....	.....	.0105	106
Fullerton	13.2	.0090	4.0	16,377	.0125	4,874	782	352	1,283	H	19,787	.0105	1,499	4,947	.....	.....	.0108	120
Placer	36.0	.0246	11.3	37,640	.0288	11,879	3,535	861	1,310		44,280	.0234	1,230	3,919	B	20.1	.0253	103
Auburn	5.0	.0034	1.8	13,927	.0107	3,694	2,502	294	786		6,565	.0034	1,313	3,647	.....	.....	.0056	165
Plumas	15.9	.0108	5.5	15,201	.0116	4,262	1,158	511	*		15,685	.0083	988	2,852	F	8.3	.0098	91

*Withheld to avoid disclosure.

© SM, 1949.

Before using these figures, see explanation page 19.

Looking For Something? The Table of Contents is on Pages 1, 3 and 5.



Keep Your Eye on the ***BALL!***





The ball, in this case, is the Monterey Peninsula, golf capital of the world and home of Bing Crosby's annual pro-amateur tournament. Advertisers can "blast some long ones down the middle" in this rich territory. More than 44,000 readers in the Monterey Peninsula's sister communities of Monterey, Carmel, Pacific Grove, Del Monte, Pebble Beach and East Monterey are served by the only daily published in this fertile field. . . . . .

THE MONTEREY PENINSULA HERALD

Monterey, California

National Representatives: West-Holliday Co., Inc.



. . . like California's Billion Dollar Valley of the Bees without MODESTO

THE MODESTO BEE

- Modesto's *only* daily newspaper. Net paid daily circulation 25,000
- Reaches 8 out of 10 families in the ABC city zone; 1 out of 2 families in the Stanislaus County trading area
- The *only* paper which adequately covers the 164-million-dollar independent Modesto market
- Has 7½ times more circulation in Stanislaus County than any other daily newspaper

Don't be fooled by Modesto's size. Because the real Modesto market is *all* of Stanislaus County. So take a good look at Stanislaus County: One of the nation's wealthiest farm counties . . . 130,000 of the Valley's most prosperous people. People who earn 164 Million in buying power . . . spend 131 Million on annual retail sales . . . and do most of their buying in Modesto.*

But bear one fact in mind. Outside newspapers just don't get around this *inland* market. Modestans prefer their own *local* paper — The Modesto Bee. With that paper — and *only* that paper — do you adequately cover Modesto and its rich trading area.

**Sales Management's 1949 Copyrighted Survey*

McClatchy Newspapers

THE SACRAMENTO BEE
THE MODESTO BEE
THE FRESNO BEE

National Representatives . . . O'Mara & Ormsbee, Inc.
New York • Los Angeles • Detroit • Chicago • San Francisco

Richest "PAY DIRT" in Radio



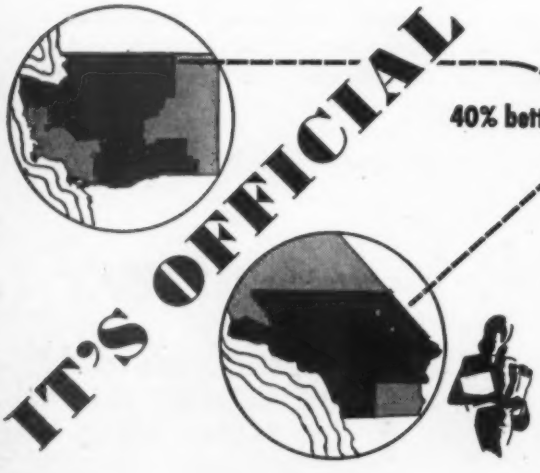
CALIFORNIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Riverside.....170	149.9	.1024	47.1	161,423	.1236	47,615	15,218	4,840	7,472	.....	172,835	.0915	1,153	3,670	A	25.2	.1033	101
◆Riverside.....	51.0	.0348	16.0	66,668	.0511	17,237	11,049	2,088	5,470	G	76,143	.0404	1,493	4,759	.....	.....	.0425	122
Sacramento.....100	256.4	.1750	80.8	308,755	.2364	79,616	36,604	8,691	18,954	.....	391,266	.2071	1,526	4,842	A	11.7	.2095	120
▲Sacramento....	128.0	.0874	41.6	261,823	.2005	64,170	36,164	8,248	18,179	E	255,661	.1353	1,997	6,146	.....	.....	.1453	166
San Benito.....	14.1	.0096	4.1	16,582	.0127	4,699	605	352	471	.....	25,095	.0133	1,780	6,121	B	50.8	.0124	129

◆ See end of state "New Metropolitan County Areas." ▲ See end of state "Metropolitan County Areas." Before using these figures, see explanation page 19.

© SM, 1949.



WESTERN FAMILY now serves a food market

40% better than national average per unit of population!

In its '49 *Survey of Buying Power*, SALES MANAGEMENT notes that WESTERN FAMILY'S market in the 11 Southern Counties of California* and the 20 counties of Washington State† serves 4.91% of the nation's population while accounting for 6.86% of the total U. S. food sales.

***Paid circulation: 385,307**

†Paid circulation: 71,919

WESTERN FAMILY, the magazine that "Goes Home With The Homemaker," is distributed through retail food stores served by these co-operative buying organizations: Certified Grocers of California, Ltd., Spartan Grocers, Inc., Associated Grocers Co-Op.

ADVERTISING OFFICES: 1300 N. Wilton Pl., Hollywood 28; 551 Fifth Avenue, New York 17; 333 North Michigan Avenue, Chicago 1; Suite 2, Penthouse, Mills Building, San Francisco 4; 1916 Occidental Avenue, Seattle 4.



...like California's Billion Dollar Valley of the Bees without SACRAMENTO

THE SACRAMENTO BEE

- The nation's leading test medium—newspaper or radio—according to Sales Management's test market study
- Home-delivered to 9 out of 10 families in the Sacramento ABC city zone
- Reaches 6 out of 10 families in the Sacramento retail trading zone
- Reaches half of all families in the 19-county Sacramento trading area

The nation's top test market . . . shopping center for a 19-county trading area — that's Sacramento, the city.

In this whole 19-county area tributary to Sacramento live nearly 700,000 people — 45% more than in 1940. Together, they're now "worth" nearly a billion in net Effective Buying Income. For food, they currently spend more than 200 Million annually . . . for all retail purchases, 729 Million.*

How many newspapers do you need to reach these prosperous people? *One single paper does a better job than almost any combination you could buy.* That's The Sacramento Bee.

**Sales Management's 1949 Copyrighted Survey*

McClatchy Newspapers



THE SACRAMENTO BEE
THE MODESTO BEE
THE FRESNO BEE

National Representatives . . . O'Mara & Ormsbee, Inc.
New York • Los Angeles • Detroit • Chicago • San Francisco

Open your West Coast campaign in SAN DIEGO

THE MARKET

	People	Families
San Diego Metro. area*	495,000	159,164
San Diego County	600,000	192,926

* Includes La Mesa, Lemon Grove, La Jolla, Coronado, National City, Chula Vista, all within 15 mile radius of downtown San Diego. C. of C. figures - February 1949.

Union, Tribune-Sun Market Coverage

	Total	%	City Zone	%
Morn. & Eve.	141,256	73.2	121,322	76.22
Sunday	115,328	59.9	98,094	61.63
Sunday & Eve.	195,813	101.5	168,221	105.69

Circulation A.B.C. 9-30-48

JUST ONE ORDER AND ONE PLATE "COVERS" SAN DIEGO

SAN DIEGO UNION and TRIBUNE-SUN

REPRESENTED NATIONALLY BY

WEST-HOLLIDAY CO., Inc. NEW YORK • CHICAGO • DENVER • SEATTLE • PORTLAND • SAN FRANCISCO • LOS ANGELES



CALIFORNIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES / CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S.A. Potential	Quality of Market Index
San Bernardino	173	266.2	.1817	83.9	248,196	.1901	78,196	26,521	6,550	12,627	.....	275,517	.1459	1,035	3,284	A	18.8	.1863	92
◆San Bernardino		72.5	.0495	22.8	108,462	.0831	29,166	19,361	2,804	8,372	G	93,743	.0496	1,293	4,112	.....	.....	.0596	120
●Ontario		23.0	.0157	7.0	28,543	.0218	11,184	2,492	812	1,575	H	26,634	.0141	1,158	3,805	.....	.....	.0167	106
Redlands		19.5	.0133	6.6	23,578	.0181	9,227	2,228	694	1,377	F	21,333	.0113	1,094	3,232	.....	.....	.0137	103
San Diego	106	553.8	.3779	187.2	515,657	.3949	150,239	62,081	14,880	30,257	.....	633,318	.3353	1,144	3,383	A	8.0	.3617	96
▲†San Diego		350.0	.2389	123.0	396,026	.3033	112,530	55,439	11,101	27,152	E	474,600	.2512	1,356	3,859	.....	.....	.2644	111
San Francisco	107	794.0	.5420	279.2	1,277,860	.9787	270,446	154,969	31,301	95,932	.....	1,776,972	.9406	2,238	6,365	F	0.4	.8723	161
▲San Francisco		794.0	.5420	279.2	1,277,860	.9787	270,446	154,969	31,301	95,932	A	1,776,972	.9406	2,238	6,365	.....	.....	.8723	161
San Joaquin	120	205.8	.1405	67.0	227,485	.1742	60,497	22,157	4,121	11,979	.....	295,940	.1567	1,438	4,417	A	36.6	.1587	113
▲Stockton		73.5	.0502	22.3	139,676	.1070	37,447	17,304	2,979	10,313	E	126,861	.0672	1,726	5,689	.....	.....	.0757	151
Lodi		15.0	.0102	4.5	25,933	.0199	9,559	2,348	577	969	H	22,575	.0119	1,505	5,017	.....	.....	.0140	137
San Luis Obispo		60.6	.0414	19.9	52,990	.0406	16,556	5,257	1,179	4,291	.....	67,569	.0358	1,115	3,395	A	32.9	.0384	93
San Luis Obispo		14.0	.0095	4.4	27,025	.0207	7,169	3,970	617	425	H	23,590	.0125	1,685	5,361	.....	.....	.0144	152
San Mateo	107	198.0	.1352	60.0	188,836	.1446	65,406	11,396	4,228	8,401	.....	286,306	.1515	1,446	4,772	B	6.6	.1462	108
San Mateo		35.0	.0239	10.3	36,256	.0277	14,324	4,045	790	3,181	H	67,830	.0359	1,938	6,585	.....	.....	.0310	130
Redwood City		22.5	.0153	6.6	31,159	.0239	9,811	3,761	664	980	H	32,940	.0174	1,464	4,991	.....	.....	.0189	124
Burlingame		19.4	.0133	5.7	51,174	.0392	16,940	2,530	1,408	2,030	H	39,207	.0208	2,021	6,878	.....	.....	.0248	186

◆ See end of state "New Metropolitan County Areas."
† Population estimate does not include about 46,000 service personnel, including their families, on duty in the area.

© SM, 1949.

● See end of state "Multiple Cities."

▲ See end of state "Metropolitan County Areas." Before using these figures, see explanation page 19.

adv.

For market data of major Metropolitan Areas, see page 133.

QUALITY PROSPERITY SUPERIORITY

7 for 7 — In 7 out of 7 Classifications Relating to Retail Sales and Income, Stockton, Calif., Is Definitely Higher Than Its Population Rank (78)*, Retail Sales (5)*, Food Sales (3)*, Gen. Mdse. Sales (26)*, Drug Sales (34)*, Net EBI (47)*, Net EBI Per Family (41)* & Net EBI Per Capita (22)*.

Stockton Record

STOCKTON, CALIFORNIA

42,710 Circulation

Publisher's ABC Statement 6 mos. ending 9-30-48.

* Cities 50,000 to 100,000 Sales Management Survey of Buying Power 1948.

Represented Nationally by Cresmer & Woodward, Inc.

SAN FRANCISCO HAS FOUR GOOD DAILY NEWSPAPERS

BUT **Retail Advertisers prefer The San Francisco Call-Bulletin. For the past ten years The Call-Bulletin has topped the four San Francisco dailies in total retail linage.**



San Francisco's Crystal Palace Market brings together 62 independent merchants under one roof. "Since I have become manager we have used the advertising columns of The Call-Bulletin consistently . . . and with consistently good results," says the Crystal Palace Market's Sidney A. Haag.

OTHERS who prefer The Call-Bulletin:

GENERAL ADVERTISERS
The Call-Bulletin is first among the dailies in General linage.

DEPARTMENT STORE ADVERTISERS
The Call-Bulletin again is first in this important classification.

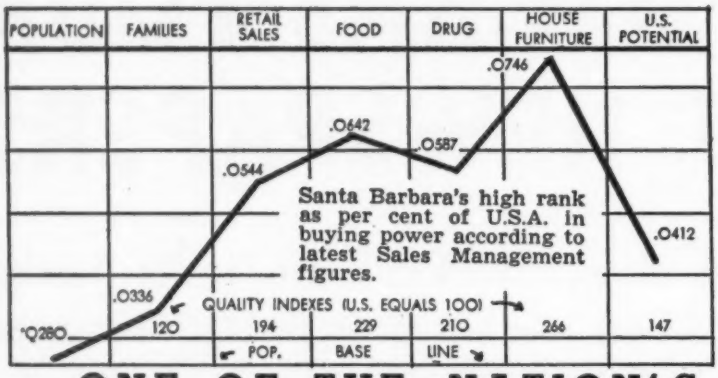
ALL DISPLAY ADVERTISERS
The Call-Bulletin leads the dailies in Total Display linage.

SAN FRANCISCANS
The Call-Bulletin leads all the dailies in city circulation.

MOLONEY, REGAN & SCHMITT
Naturally! They're our national Reps. Call 'em for more data.

THE SAN FRANCISCO CALL-BULLETIN

SANTA BARBARA, CALIFORNIA



ECONOMIC FACTORS

Santa Barbara, one of the 25,000 to 50,000 pop. markets, has higher retail sales than half of the cities in the 50,000 to 100,000 pop. group. Retail Sales for 1948—$70,965,000.

SANTA BARBARA
NEWS-PRESS
Representatives
CRESMER AND WOODWARD

KTMS
SANTA BARBARA
KCOY
SANTA MARIA
Representatives
PAUL H RAYMER

ONE OF THE NATION'S SUPERIOR MARKETS

CALIFORNIA— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

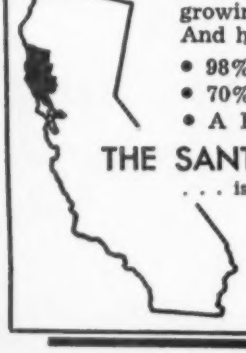
COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Santa Barbara	86.4	.0589	27.3	115,767	.0687	30,880	7,153	3,341	6,271		131,501	.0697	1,522	4,817	A	20.8	.0732	124
Santa Barbara	41.0	.0280	14.0	70,965	.0544	20,121	5,250	2,174	5,138	G	72,816	.0386	1,776	5,201	.....	.....	.0412	147
Santa Maria	12.5	.0086	3.5	22,806	.0174	5,555	1,716	555	985	H	22,313	.0118	1,785	6,375	.....	.....	.0128	149
Santa Clara.....108	263.5	.1798	82.8	293,947	.2251	80,940	32,278	7,645	16,853		353,090	.1869	1,340	4,264	A	15.8	.1969	110
▲San Jose	90.0	.0615	29.3	208,337	.1596	44,840	25,500	4,732	13,152	F	133,020	.0704	1,478	4,540	.....	.....	.0954	155
Palo Alto	23.5	.0160	7.4	48,191	.0369	10,442	4,164	1,897	2,063	G	42,982	.0227	1,829	5,808	.....	.....	.0256	160
Santa Cruz	66.1	.0451	23.3	71,574	.0548	20,727	7,568	2,062	3,636		77,866	.0412	1,178	3,342	B	22.6	.0461	102
Santa Cruz	23.6	.0161	9.0	36,359	.0279	10,033	*	1,187	2,241	H	32,612	.0173	1,382	3,624	.....	.....	.0202	125
Watsonville	13.0	.0089	4.1	25,266	.0193	6,197	3,822	730	1,374	H	16,250	.0086	1,250	3,963	.....	.....	.0119	134
Shasta	35.0	.0239	11.4	37,715	.0289	9,852	3,928	851	1,598		41,930	.0222	1,198	3,678	E	12.5	.0246	103
Redding	10.2	.0070	3.2	28,965	.0222	6,581	3,570	766	1,202		12,801	.0068	1,255	4,000	.....	.....	.0115	164
Sierra	3.0	.0020	1.2	1,383	.0011	777	51	.....	*		3,137	.0016	1,046	2,614	G	8.5	.0015	75
Siskiyou	31.7	.0217	9.9	37,311	.0286	9,302	2,429	960	1,593		47,053	.0249	1,484	4,753	B	17.0	.0254	117
Solano.....107	120.5	.0822	37.9	95,998	.0735	37,266	7,220	1,673	4,470		132,309	.0700	1,098	3,491	A	18.4	.0735	89
Vallejo	42.0	.0287	13.7	55,487	.0425	22,844	6,448	997	4,143	H	61,404	.0325	1,462	4,482	.....	.....	.0347	121
Sonoma	89.0	.0607	30.2	103,102	.0790	29,201	8,988	2,881	5,097		110,303	.0584	1,239	3,652	A	34.9	.0650	107
Santa Rosa	17.8	.0122	6.0	37,838	.0290	9,841	6,103	1,259	3,153	H	26,006	.0138	1,461	4,334	.....	.....	.0180	148
Petaluma	10.5	.0071	3.6	30,106	.0230	5,898	1,608	689	1,546	H	13,472	.0071	1,283	3,742	.....	.....	.0119	168
Stanislaus	130.7	.0893	37.1	131,278	.1008	37,849	15,463	3,027	5,205		163,898	.0868	1,254	4,418	A	38.1	.0914	102
Modesto	22.0	.0150	6.9	75,091	.0576	19,907	11,613	1,813	2,713	H	35,442	.0187	1,611	5,137	.....	.....	.0296	197
Turlock	7.0	.0048	2.2	19,429	.0148	5,639	2,273	405	1,157		12,184	.0065	1,741	5,538	.....	.....	.0087	181
Sutter	27.7	.0189	8.4	17,964	.0138	6,845	554	168	*		45,486	.0241	1,642	5,415	A	49.7	.0200	106
Tehama	18.0	.0123	5.7	18,730	.0143	5,226	2,069	364	780		20,391	.0108	1,133	3,577	B	40.9	.0122	99

▲ See end of state "Metropolitan County Areas."

© SM, 1949.

Before using these figures, see explanation page 19.
*Withheld to avoid disclosure.

STUDY THE STATISTICS . . .



. . . . for California's Sonoma, Mendocino and Lake Counties. You'll agree that here's a rich and growing market—a $148,231,000* market for YOUR products.
And here's how the Santa Rosa Newspapers blanket this market:

- 98% HOME COVERAGE OF THE SANTA ROSA CITY ZONE with Retail Sales of $37,838,000*
- 70% HOME COVERAGE OF SONOMA COUNTY One of the nation's richest farm counties.
- A RAPIDLY GROWING CIRCULATION IN MENDOCINO AND LAKE COUNTIES

THE SANTA ROSA MARKET . . .

. . . is covered intensively and economically ONLY through the SANTA ROSA NEWSPAPERS!

THE PRESS DEMOCRAT
92nd Year of Continuous Publication
(Mornings, except Monday)

THE EVENING PRESS
and Santa Rosa Republican
(Evenings, except Saturday)

WEST-HOLLIDAY, CO., INC., National Advertising Representatives
*1949 Sales Management Survey of Buying Power

Food for Thought about food



San Franciscans in higher income brackets spend more than twice as much money on food as those in the lower brackets, according to a recent survey conducted by the Bureau of Home Nutrition and Home Economics of the Department of Agriculture.

The survey reports:

The weekly food outlay for those in the under $2000 group is $17.41. Families in the over $6000 group spend $44.57 per week for food.

Families in the $2000-$3000 wage bracket buy 9.7 pounds of meat a week; those in the $6000 bracket buy 17.4 pounds. Those in the higher bracket buy nearly twice as much fresh fruit and more than three times as much frozen fruits and vegetables.

People in the higher brackets use 50 per cent more prepared or partially prepared dishes and soups than do people in the lower brackets.



The one medium which most effectively reaches these middle and upper income bracket housewives is The San Francisco Chronicle. A 1948 National Analysts' survey disclosed that San Francisco area housewives *prefer* The Chronicle over any other San Francisco newspaper. Do as San Francisco department stores and women's apparel shops do:

Major in The Chronicle to reach the preferred customers who buy *more* merchandise.

Ask a Sawyer, Ferguson, Walker man for further details NOW!

San Francisco Chronicle

SAWYER, FERGUSON, WALKER CO., *National Representatives* . . . New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles

CALIFORNIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Trinity	5.0	.0034	1.8	4,145	.0032	1,369	166	.....	*	.....	4,703	.0025	941	2,613	G	21.8	.0029	85
Tulare	162.1	.1106	44.6	134,889	.1033	46,818	14,404	2,641	5,953	.....	184,470	.0976	1,138	4,136	A	44.4	.1019	92
Visalia	11.5	.0079	3.6	31,834	.0244	9,504	4,263	711	2,011	H	16,123	.0085	1,402	4,479	.....	.....	.0132	167
Tulare	12.0	.0082	3.4	25,899	.0199	6,462	4,322	573	1,076	H	15,192	.0081	1,266	4,468	.....	.....	.0117	143
Porterville	8.5	.0058	2.7	24,145	.0184	6,133	3,745	573	966	H	10,064	.0053	1,184	3,727	.....	.....	.0093	160
Tuolumne	11.3	.0077	4.0	13,201	.0101	4,078	1,543	386	617	.....	14,958	.0079	1,324	3,740	E	9.8	.0085	110
Ventura	95.9	.0654	28.2	93,166	.0714	29,825	7,470	2,455	3,988	.....	119,971	.0636	1,251	4,254	A	30.4	.0663	101
Ventura	22.5	.0154	7.0	39,130	.0300	12,675	4,243	1,011	1,593	H	40,163	.0213	1,785	5,738	.....	.....	.0227	147
Oxnard	24.5	.0167	7.0	20,218	.0155	6,622	2,204	383	940	H	27,955	.0148	1,141	3,994	.....	.....	.0154	92
Yolo	37.6	.0257	11.6	36,580	.0280	11,472	2,659	1,231	821	.....	57,641	.0305	1,533	4,969	A	43.3	.0288	112
Woodland	9.0	.0061	2.8	20,777	.0159	5,759	2,457	712	*	H	17,955	.0095	1,995	6,413	.....	.....	.0107	175
Yuba	26.7	.0183	8.4	36,886	.0283	10,243	3,685	870	1,224	.....	40,511	.0214	1,517	4,823	C	20.8	.0229	125
Marysville	10.0	.0068	3.1	33,160	.0254	8,696	*	870	1,224	.....	14,811	.0078	1,481	4,778	.....	.....	.0129	190
Total Above Cities	6,197.8	4.2307	2,081.1	49,549,342	7.3142	2,439,295	1,147,486	277,466	649,399	.....	11,239,272	5.9497	1,813	5,400	.....	.....	6.0152	142
State Total	10,041.8	6.8548	3,222.6	11,724,388	8.9803	3,169,598	1,261,766	324,765	719,893	.....	15,425,701	8.1660	1,536	4,787		10.5	8.1480	119

© SM, 1949.

*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

A 1949 MAP OF U. S. MARKETS

This year's edition of SALES MANAGEMENT'S popular five-color *County Outline Retail Sales Map* of the U. S. provides a graphic guide to all the nation's markets for use in sales and advertising planning. Measuring 37 x 41 inches and suited for either wall or desk use, the 1949 *County Outline Map* is based on "Survey of Buying Power" figures and includes all the following features:

All Metropolitan County Areas outlined in red.

All counties shown in one of five colors according to their 1948 retail sales.

Top counties with sales over ¼ billion marked with a star.

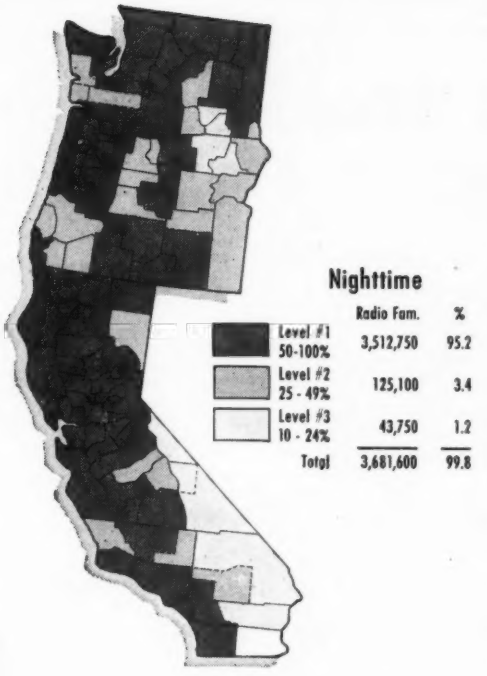
472 leading U. S. cities shown with an index to their latest population level.

Blown up projections of congested areas.

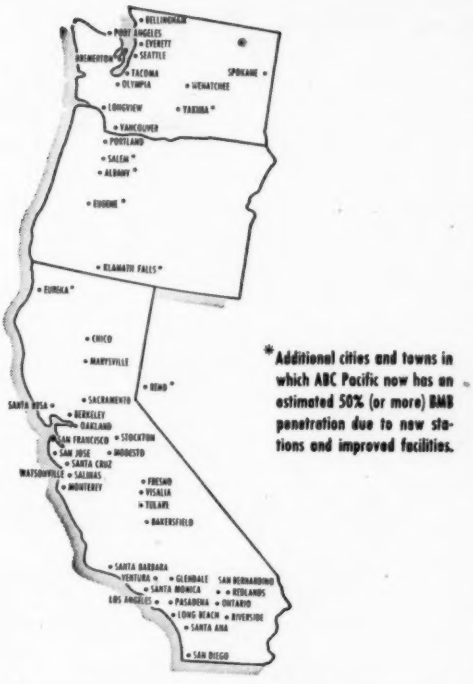
Orders will be accepted now for copies of the 1949 *County Outline Retail Sales Map.* The price is $3.50 each, or $2.50 each in quantities of two or more. All maps will be mailed postpaid in heavy mailing tubes.

Sales Management

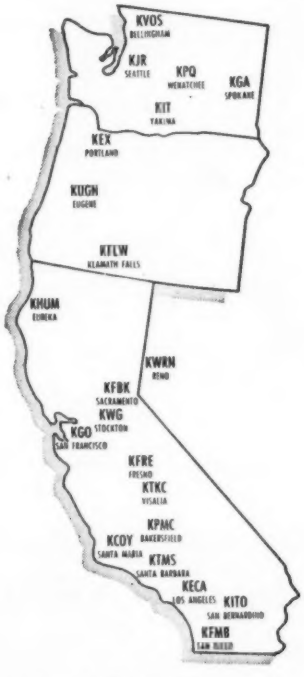
386 Fourth Avenue
New York 16, N. Y.



ANYONE can see from this map how ABC covers the Coast. Darkest areas indicate counties or sub-county areas where impartial, *published* BMB figures show that 50% or better of all radio families listen regularly to ABC. (That lonely white spot is the one county out of 144 where less than 10% of the radio families have the ABC habit.)



BUT THAT ISN'T ALL! See how ABC delivers the trade centers—big and little, outside and inside. Here we show 42 towns listed by BMB where 50% or more of all radio families listen regularly, day or night to ABC ... plus 8 towns where ABC station improvement has raised listening levels to an estimated 50% or better.



COVERAGE of all the Coast audience worth having is assured by the strategic location of ABC stations. And of the two networks currently offering worthwhile availabilities, ABC is the one that leads in average Hooperatings, audience promotion and number of high-ranking shows. It's smart to talk to ABC before you buy.

On the coast you can't get away from

A B C

FOR COVERAGE... ABC's booming Pacific network delivers 227,500 watts of power—53,500 more than the second-place network. This power spells coverage—ABC reaches 95.4% of all Pacific Coast radio families in counties where BMB penetration is 50% or better. And ABC's Coast Hooper for 1948's first 11 months is up 10% or more both day and night.

FOR COST...a half hour on ABC's full 21-station Pacific network costs only $1,275. Yet you can buy as few as 5 stations for testing or concentration. And ABC is famous for the kind of audience-building promotion that helps slice the cost-per-listener.

FOR HOT AVAILABILITIES..."Surprise Package" for instance—with a rating twice as good as any other network participating show on a comparable Hooper period. But participating time on this standout show won't be open long; better call ABC today!

Whether you're on a coast network or intend to be—talk to ABC

ABC PACIFIC NETWORK

NEW YORK: 30 Rockefeller Plaza · CIrcle 7-5700—DETROIT: 1700 Stroh Bldg. · CHerry 8321—CHICAGO: 20 N. Wacker Dr. DElaware 1900—LOS ANGELES: 6363 Sunset Blvd. · HUdson 2-3141—SAN FRANCISCO: 155 Montgomery St. · EXbrook 2-6544

✓ Check this Market

$165

are spent in a food outlet in Los Angeles County for every

$100

spent in the average food outlet in the 14 most populous counties in America*

✓✓ Double Check this Medium

The Los Angeles Daily News. No other Los Angeles newspaper gives you a distribution of circulation so nearly matching the distribution of outlets.

LOS ANGELES **Daily News**

MANCHESTER BODDY
President and Publisher

ROBERT L. SMITH
Exec. Vice-Pres. and Assoc. Pub.

REPRESENTED NATIONALLY BY JANN AND KELLEY, INC.

*For more details write for a copy of "A Study of the 14 Millionareas."

CALIFORNIA — Metropolitan County Areas

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

METROPOLITAN COUNTY AREAS	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Fresno.....47	280.5	.1914	79.8	303,042	.2321	81,641	32,504	6,716	17,227	.....	360,723	.1910	1,286	4,520	.....	.....	.2034	106
Los Angeles.....67	4,027.8	2.7495	1,308.7	5,036,243	3.8575	1,279,065	536,288	158,892	346,858	.....	6,744,461	3.5704	1,674	5,154	.....	.....	3.4923	127
Sacramento.....100	256.4	.1750	80.8	308,755	.2364	79,616	36,604	8,691	18,954	.....	391,266	.2071	1,526	4,842	.....	.....	.2095	120
San Diego.....106	553.6	.3779	187.2	515,657	.3949	150,239	62,081	14,880	30,257	.....	633,318	.3353	1,144	3,383	.....	.....	.3617	96

© SM, 1949.

Before using these figures, see explanation page 19.

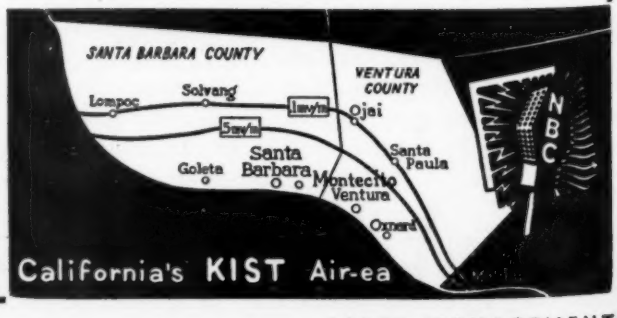
KIST Air-ea TOPS Southern California

More than double the national average in Retail Sales

More Retail Sales per capita were made in Santa Barbara County in 1948 than in any other of the 10 Southern California counties.

With U.S.A. 100, Santa Barbara County was 194. Furniture-Household-Radio sales reached a spectacular high, on the national average index scale, of 266. Food sales soared to 229, and Drug sales to 210.

Represented by George P. Hollingbery Co.





"How does the Los Angeles market stand these days, Bill?"

If you're digging for facts about America's third largest market, Bill Bowden, Los Angeles Times Research Director, will be glad to hear from you. Valuable studies are available including the Home Audit of buying habits, population figures, sales analyses, lots more. Drop Bill a note. After getting the market story, maybe you can coax him into revealing that the Los Angeles Times has the largest home-delivered circulation in the West.

LOS ANGELES ***TIMES***

REPRESENTED BY CRESMER AND WOODWARD, NEW YORK, CHICAGO, DETROIT AND SAN FRANCISCO

KSAN
on your dial
1400 1450 1500

BAY AREA BUSINESS IS BOOMING!

WITH THE TREMENDOUS INFLUX OF NEW RESIDENTS INTO THIS MARKET
A SALES MESSAGE ON THIS STATION CAN FORM BUYING HABITS.
KSAN SPECIALIZED PROGRAMS CAN SELL FOR YOU.

FOREIGN LANGUAGE
EXCLUSIVE IN SAN FRANCISCO!
SPANISH — ITALIAN
GREEK — PORTUGUESE
CHINESE — FRENCH

MUSIC
PROGRAMMED POPULAR MUSIC
ALL DAY — EVERY DAY
— NO JIVE —

SPORTS and NEWS
"SPORTS REPORTS"
ON THE HOUR 11 AM TO 6 PM
"NEWS AT THIRTY"
ON THE HALF HOUR 9:30—5:30 PM

KSAN IS THE SPORTS — NEWS — MUSIC STATION FOR SAN FRANCISCO

CALIFORNIA — Metropolitan County Areas — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

AREAS	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
San Francisco-Oakland.....107	2,186.0	1.4922	717.4	2,722,530	2.0851	745,408	322,343	67,941	179,662	.....	3,811,993	2.0177	1,744	5,313	.....	.....	1.9327	130
San Jose.....108	263.5	.1798	82.8	293,847	.2251	80,940	32,278	7,645	16,853	.....	353,090	.1869	1,340	4,264	.....	.....	.1969	110
Stockton.....120	205.8	.1405	67.0	227,485	.1742	60,497	22,157	4,121	11,979	.....	295,940	.1567	1,438	4,417	.....	.....	.1587	113

CALIFORNIA — New Metropolitan County Areas

Riverside.....170	149.9	.1024	47.1	161,423	.1236	47,615	15,218	4,640	7,472	.....	172,835	.0915	1,153	3,670	.....	.....	.1033	101
San Bernardino.173	266.2	.1817	83.9	248,196	.1901	78,196	26,521	6,550	12,627	.....	275,517	.1459	1,035	3,284	.....	.....	.1663	92

CALIFORNIA — Multiple Cities

Ontario—Upland...	31.6	.0216	9.6	36,556	.0280	15,618	2,898	1,063	1,755	.....	35,293	.0187	1,117	3,676	.....	.....	.0221	102

WASHINGTON — Counties and Cities

City	County	City	County	City	County
Aberdeen	Grays Harbor	Kelso	Cowlitz	Spokane	Spokane
Bellingham	Whatcom	Longview	Cowlitz	Tacoma	Pierce
Bremerton	Kitsap	Mt. Vernon	Skagit	Vancouver	Clark
Centralia	Lewis	Olympia	Thurston	Walla Walla	Walla Walla
Chehalis	Lewis	Port Angeles	Clallam	Wenatchee	Chelan
Ellensburg	Kittitas	Richland	Benton	Yakima	Yakima
Everett	Snohomish	Seattle	King		

Adams.....	7.0	.0047	1.9	7,239	.0055	1,139	863	184	64	.....	8,281	.0044	1,183	4,358	B	48.6	.0048	102
Asotin.....	9.7	.0066	2.7	3,671	.0029	1,409	*	*	*	.....	5,619	.0030	579	2,081	E	24.7	.0037	56
Benton.....	46.7	.0319	12.8	42,014	.0322	18,003	4,031	1,620	.....	.....	60,249	.0319	1,290	4,782	B	56.5	.0320	100
●Richland.....	22.0	.0150	7.1	29,820	.0228	12,062	3,668	1,053	1,481	H	31,905	.0167	1,450	4,494	.....	.....	.0182	12

● See end of state "Multiple Cities."

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*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

adv.

For market data of major Metropolitan Areas, see page 133.



...like California's Billion Dollar Valley of the Bees without FRESNO

THE FRESNO BEE

- The largest newspaper between San Francisco and Los Angeles. Net paid daily circulation 75,000
- Located right *in* Fresno — the trading capital of Central California.
- Reaches 9 out of 10 families in the ABC city zone; 1 out of 2 families in the ABC 4-county trading area
- The *only* paper that covers the rich, independent Fresno market

Pistol-packing is a thing of the past in California's Billion Dollar Valley. But smart advertisers *do* arm themselves with facts. Facts about *all parts* of the Valley. They know, for instance, that Fresno is the shopping center for a 4-county trading area in the richest part of Central California.

They know, too, that if they miss the Fresno market, they miss two of the nation's wealthiest farm counties. And that buying power in the Fresno market nets 650 Million . . . supports an annual retail trade of ½ Billion.*

And, above all, they know that the rich Fresno market lies well inland from the coast . . . that it is covered by one newspaper — and *only* one. That is The Fresno Bee. Is it on your schedule?

**Sales Management's 1949 Copyrighted Survey*

McClatchy Newspapers



THE SACRAMENTO BEE
THE MODESTO BEE
THE FRESNO BEE

National Representatives . . . O'Mara & Ormsbee, Inc.
New York • Los Angeles • Detroit • Chicago • San Francisco



5000 WATTS AT 950 k c.

KJR

SEATTLE

The Beauty of it is

● **MT. RAINIER** lends its magnificence like this to the Seattle skyline. It is seen here from historic Queen Anne Hill.

● **KJR** gives you thorough coverage of one of the nation's richest-per-capita markets. (Check Sales Management's "Survey of Buying Power", May, 1949.) Its 5000 watts at 950 kc. blankets the important area in Western Washington that any 50,000 watts would reach.

And far more economically, too!

A Marshall Field Station

for Seattle and Western Washington

An Affiliate of the American Broadcasting Company.

for more "beautiful" facts, talk with AVERY KNODEL, Inc.

WASHINGTON — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Chelan	41.2	.0282	11.8	47,069	.0360	9,274	5,861	1,268	1,291		54,714	.0289	1,328	4,637	A	28.1	.0309	110
Wenatchee	15.1	.0103	4.7	32,855	.0252	5,233	5,272	1,170	1,027	F	20,702	.0110	1,371	4,405			.0151	147
Clallam	26.6	.0181	8.0	22,294	.0171	5,493	2,266	548	1,031		27,505	.0146	1,034	3,438	E	11.4	.0161	89
Port Angeles	11.4	.0077	3.4	16,966	.0130	*3,927	2,062	427	*	H	16,266	.0086	1,427	4,784			.0097	126
Clark 91	115.0	.0785	34.3	61,953	.0475	14,256	4,559	1,138	2,929		119,450	.0632	1,039	3,483	B	18.9	.0616	78
Vancouver	29.6	.0202	9.5	43,243	.0331	7,628	4,049	689	2,131	G	44,561	.0236	1,505	4,691			.0258	128
Columbia	6.5	.0044	1.9	4,605	.0035	992	284	*	64		6,802	.0036	1,046	3,580	C	44.4	.0037	84
Cowlitz	54.2	.0370	15.5	48,881	.0374	10,725	7,157	1,015	1,721		53,530	.0284	988	3,454	E	7.6	.0328	89
Longview	20.0	.0137	5.8	24,295	.0186	3,727	5,517	612	642	H	18,041	.0095	902	3,111			.0131	96
Kelso	9.2	.0063	2.9	14,370	.0110	4,308	757	279	1,039	H	10,351	.0055	1,125	3,569			.0073	116
Douglas	9.9	.0068	2.9	4,350	.0033	1,034	31	*	*		6,025	.0031	609	2,078	B	55.2	.0039	57
Ferry	4.8	.0033	1.4	2,328	.0018	794	*	*	*		2,958	.0016	616	2,113	F	46.3	.0020	61
Franklin	21.4	.0146	6.1	17,396	.0133	4,304	1,030	418	1,017		20,976	.0111	980	3,439	D	24.6	.0125	88
Garfield	3.7	.0025	1.1	3,837	.0030	355	254	122	173		4,140	.0022	1,119	3,764	C	49.8	.0025	100
Grant	15.2	.0104	4.9	12,025	.0092	4,869	427	524	381		13,013	.0069	856	2,656	C	17.0	.0083	80
Grays Harbor	56.4	.0385	17.4	61,334	.0470	17,194	5,281	1,349	3,349		82,514	.0437	1,463	4,742	E	5.4	.0437	114
Aberdeen	20.6	.0140	6.6	36,556	.0280	7,666	4,913	887	2,647	G	35,490	.0188	1,723	5,377			.0206	147
Island	8.7	.0059	3.0	3,339	.0025	616	*	85	49		6,321	.0033	727	2,107	E	48.2	.0036	61
Jefferson	10.6	.0073	3.4	6,766	.0052	2,287	447	182	*		9,759	.0052	921	2,870	F	10.0	.0056	77
King 111	679.3	.4637	235.4	956,762	.7328	195,484	160,524	24,792	47,987		1,200,964	.6358	1,768	5,102	B	3.4	.6305	136
▲Seattle	477.5	.3261	165.5	832,384	.6376	160,249	156,304	21,826	45,178	B	978,682	.5181	2,050	5,913			.5156	158
Kitsap	84.0	.0573	26.9	61,864	.0474	17,638	4,054	1,971	2,807		128,248	.0669	1,503	4,693	F	8.0	.0591	103
Bremerton	35.0	.0239	11.2	58,708	.0449	10,807	3,808	1,625	2,400	H	68,710	.0363	1,963	6,135			.0364	152
Kittitas	24.3	.0166	6.8	22,959	.0176	5,315	995	464	851		27,209	.0144	1,120	4,001	B	29.4	.0158	95
Ellensburg	7.5	.0051	2.2	14,810	.0114	3,300	771	329	711	H	10,055	.0054	1,341	4,570			.0071	139
Klickitat	13.0	.0089	3.8	9,554	.0073	2,424	281	182	282		11,830	.0062	910	3,113	D	33.7	.0071	80
Lewis	47.6	.0325	13.7	39,025	.0299	8,230	3,922	805	1,754		43,180	.0229	907	3,152	B	21.9	.0269	83
Centralia	8.4	.0057	2.8	14,087	.0108	2,570	1,828	341	1,362	H	13,013	.0069	1,549	4,648			.0078	137
Chehalis	5.9	.0041	1.9	14,283	.0109	2,339	1,808	292	324	H	6,507	.0034	1,103	3,425			.0058	141
Lincoln	13.0	.0088	3.7	13,992	.0107	2,475	477	353	316		14,491	.0077	1,115	3,916	A	47.9	.0088	100
Mason	16.0	.0109	4.8	10,654	.0082	2,996	1,929	280	407		15,083	.0080	943	3,142	G	11.3	.0086	79
Okanogan	31.9	.0218	8.9	20,260	.0155	3,446	2,472	580	225		22,773	.0120	714	2,559	A	36.0	.0150	69
Pacific	17.6	.0120	5.4	14,685	.0113	4,448	894	255	411		20,110	.0107	1,143	3,724	F	8.7	.0111	93
Pend Oreille	8.3	.0057	2.5	5,371	.0041	1,430	285	182	75		6,802	.0036	820	2,721	F	22.7	.0042	74

▲ See end of state "Metropolitan County Areas."

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*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

BLANKET SEATTLE WITH The Seattle Times

A noted research organization recently made an impartial, scientific study of Seattle newspaper *circulations* and *duplications*. Here are the results. Positive proof *that* it pays to concentrate advertising in The SEATTLE TIMES!

The SEATTLE TIMES Reaches **76.24%** OF ALL SEATTLE HOMES

DAILY, ABC CITY ZONE. Sunday analysis shows similar results.

53.44% SEATTLE HOMES READ ONLY THE SEATTLE TIMES

22.80% TAKE BOTH NEWSPAPERS

16.69% SECOND NEWSPAPER ONLY

.71% NO PAPER

SECOND PAPER TOTAL COVERAGE **39.39%**

THIS ONE DOES IT ALONE



THE SEATTLE TIMES

Represented by O'MARA & ORMSBEE New York • Detroit • Chicago • Los Angeles • San Francisco

think TWICE



BECAUSE: Tacoma is a market in itself—dominant, separate and distinct—a vital segment of the important "Puget Sound Circle," where 55% of Washington State's total business is done.

BECAUSE: The Tacoma-Pierce County metropolitan market, second in Washington State—concentrated and closely knit—does close to a quarter of a billion in retail sales annually... has an effective buying income of more than $350,000,000.

BECAUSE: You *must* cover Tacoma to do an effective selling job on Puget Sound—and you do *not* cover Tacoma with any Seattle newspaper or combination of Seattle papers.



THE TACOMA

Member Puget Parade, Metropolitan Group, American Newspaper Advertising Network

about TACOMA!

BECAUSE: Here's the Tacoma City Picture

Population	141,700
Number Families	43,870
Buying Income	$244,898,000
Retail Sales	$210,882,000

— and remember: You do *not* cover the Tacoma market with any Seattle newspaper or combination of Seattle newspapers. For latest, up-to-the-minute circulation and coverage data, write direct or see Sawyer, Ferguson, Walker Company.

BECAUSE: Here's the Pierce County Picture

Population	227,600
Number Families	70,464
Buying Income	$350,008,000
Retail Sales	$248,096,000

— and remember: You do *not* cover the Tacoma market with any Seattle newspaper or combination of Seattle newspapers. For latest, up-to-the-minute circulation and coverage data, write direct or see Sawyer, Ferguson, Walker Company.

BECAUSE: Here's the Trading Zone Picture

Population	335,800
Number Families	103,963
Buying Income	$460,915,000
Retail Sales	$339,214,000

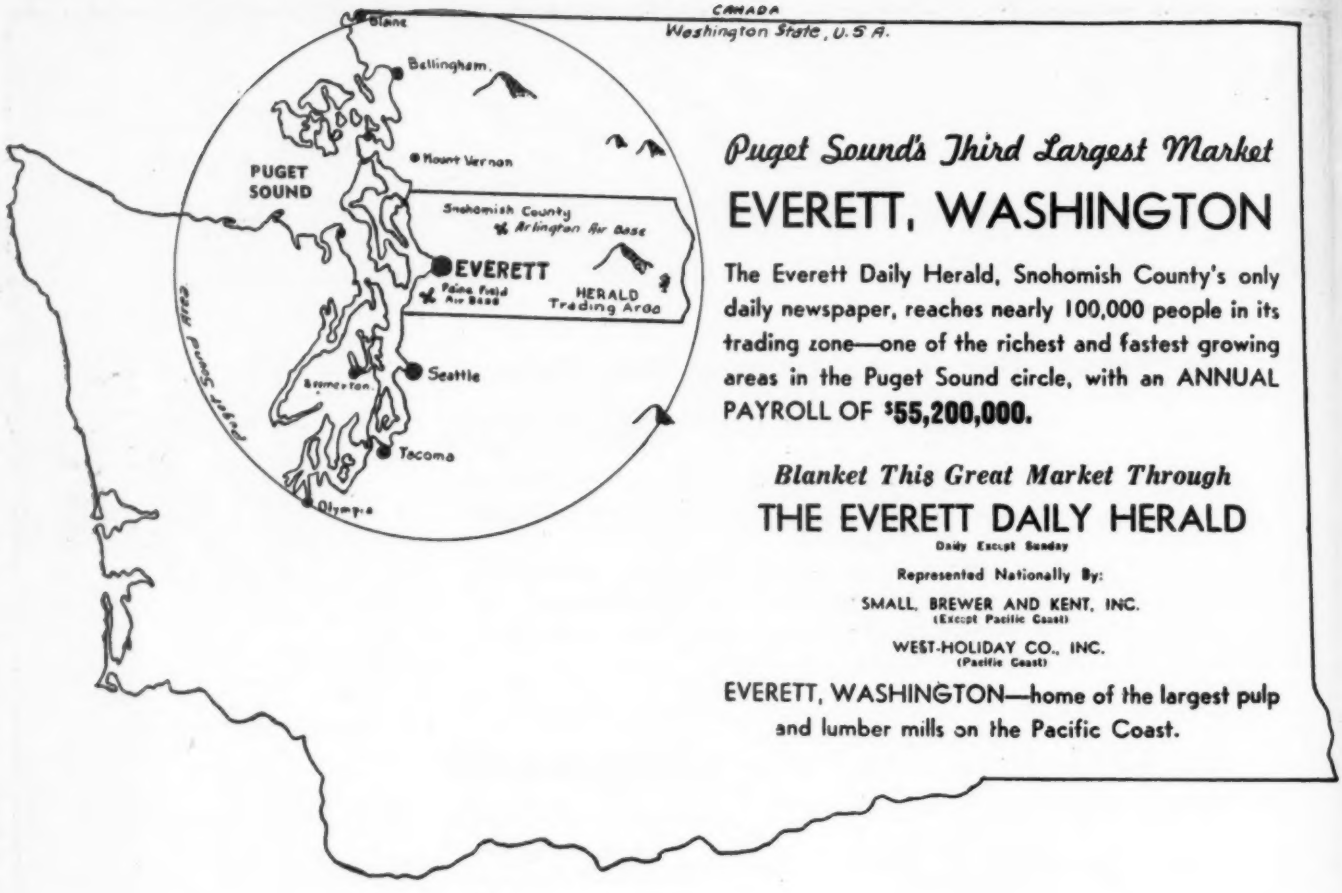
— and remember: You do *not* cover the Tacoma market with any Seattle newspaper or combination of Seattle newspapers. For latest, up-to-the-minute circulation and coverage data, write direct or see Sawyer, Ferguson, Walker Company.



on the Air, too KTNT FM

NEWS TRIBUNE

See Sawyer, Ferguson, Walker Company for Detailed Information about Tacoma.



Puget Sound's Third Largest Market

EVERETT, WASHINGTON

The Everett Daily Herald, Snohomish County's only daily newspaper, reaches nearly 100,000 people in its trading zone—one of the richest and fastest growing areas in the Puget Sound circle, with an ANNUAL PAYROLL OF **$55,200,000.**

Blanket This Great Market Through

THE EVERETT DAILY HERALD

Daily Except Sunday

Represented Nationally By:

SMALL, BREWER AND KENT, INC.
(Except Pacific Coast)

WEST-HOLIDAY CO., INC.
(Pacific Coast)

EVERETT, WASHINGTON—home of the largest pulp and lumber mills on the Pacific Coast.

WASHINGTON — (Continued)

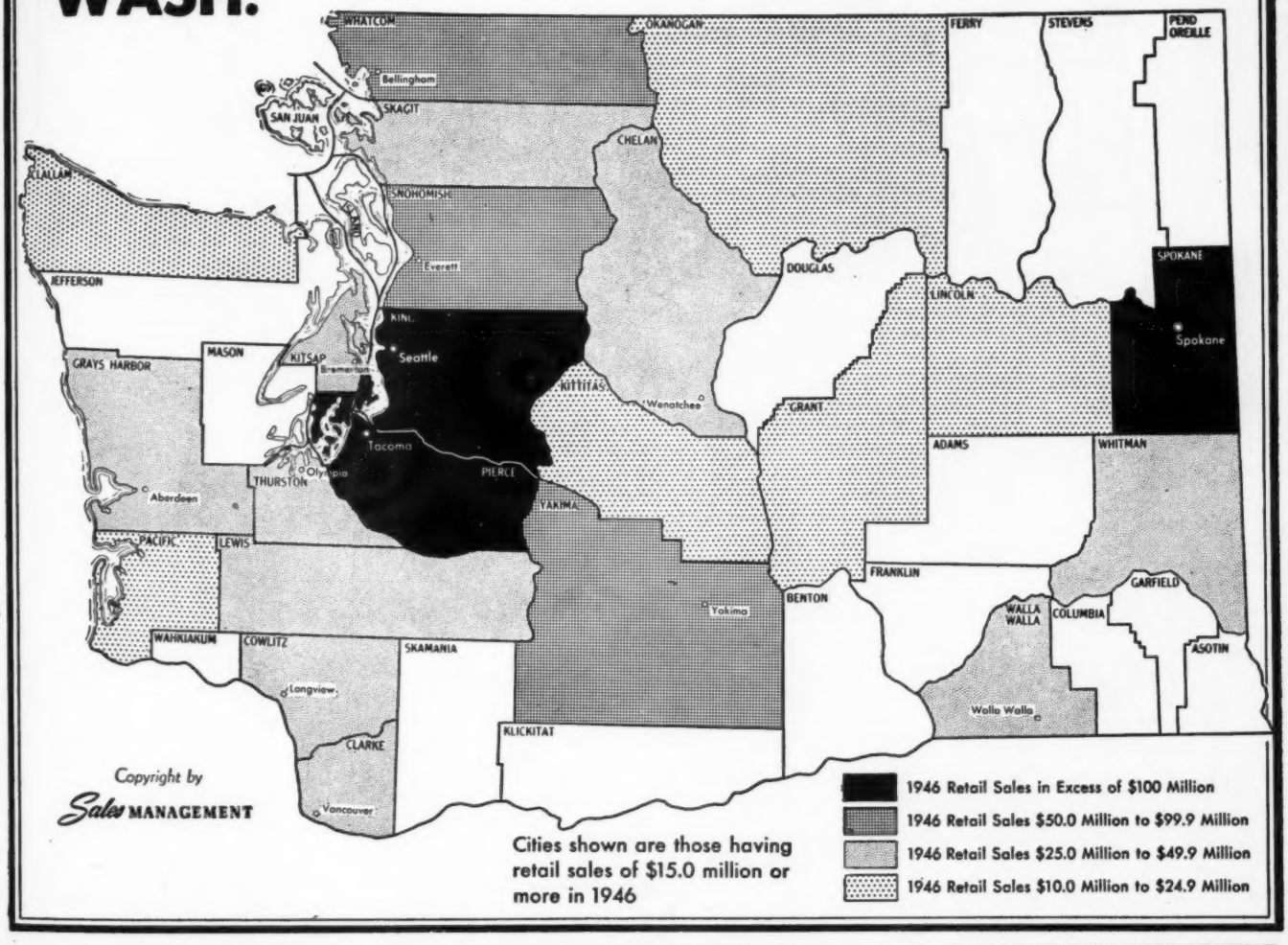
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Pierce.....122	227.6	.1554	73.0	248,098	.1901	60,284	32,108	5,676	10,738	.....	350,008	.1852	1,538	4,795	B	6.2	.1807	116
▲Tacoma.....	141.7	.0967	47.2	210,882	.1615	43,688	31,023	4,843	9,938	D	244,898	.1296	1,728	5,189	.....	.....	.1326	137
San Juan.....	3.8	.0026	1.3	1,944	.0015	783	*	*	*	.....	3,549	.0019	934	2,730	G	40.2	.0019	73
Skagit.....	47.4	.0323	14.1	37,835	.0289	8,417	2,451	659	1,223	.....	40,518	.0215	855	2,874	B	23.6	.0259	80
Mt. Vernon.....	5.1	.0035	1.6	16,761	.0129	2,318	2,164	280	557	.....	5,915	.0032	1,160	3,697	.....	.....	.0062	177
Skamania.....	5.3	.0036	1.6	2,379	.0019	690	*	48	*	.....	3,253	.0017	614	2,033	G	14.3	.0021	58
Snohomish.....	105.7	.0729	32.9	95,724	.0733	24,927	11,194	2,100	2,944	.....	125,147	.0662	1,173	3,804	B	13.9	.0697	96
Everett.....	35.2	.0240	11.3	57,530	.0440	14,757	10,298	1,471	2,548	G	55,618	.0294	1,580	4,922	.....	.....	.0327	136
Spokane.....115	216.2	.1475	69.3	260,199	.1993	51,640	41,908	6,848	13,012	.....	344,513	.1824	1,593	4,971	A	8.8	.1805	122
▲Spokane.....	157.9	.1078	50.5	234,439	.1796	46,623	41,494	6,482	12,924	D	275,220	.1457	1,743	5,450	.....	.....	.1483	138
Stevens.....	21.2	.0145	6.0	11,320	.0086	2,997	569	268	139	.....	15,970	.0085	753	2,662	D	46.1	.0097	67
Thurston.....	44.6	.0305	13.8	41,439	.0318	9,190	4,561	1,171	1,603	.....	52,644	.0278	1,180	3,815	E	12.8	.0295	97
Olympia.....	17.5	.0119	5.8	33,939	.0260	6,716	3,871	1,073	*	H	24,251	.0128	1,386	4,181	.....	.....	.0166	139
Wahkiakum.....	4.9	.0033	1.3	2,264	.0017	606	*	*	*	.....	3,844	.0021	784	2,957	F	23.2	.0022	67
Walla Walla.....	37.9	.0259	11.4	51,967	.0398	9,429	*	1,571	3,384	.....	50,573	.0268	1,334	4,436	A	23.6	.0305	118
Walla Walla.....	23.6	.0161	7.2	46,510	.0356	8,001	3,826	1,491	3,183	G	35,194	.0187	1,491	4,888	.....	.....	.0233	145
Whatcom.....	65.8	.0449	19.7	63,112	.0483	14,286	7,338	1,747	2,860	.....	77,512	.0410	1,178	3,935	B	22.7	.0440	98
Bellingham.....	34.0	.0232	10.9	30,294	.0232	10,818	6,015	1,492	2,509	G	42,296	.0224	1,244	3,880	.....	.....	.0228	98
Whitman.....	34.0	.0232	9.4	31,759	.0243	6,121	2,184	877	1,062	.....	43,771	.0232	1,287	4,656	A	38.8	.0235	101
Yakima.....	126.4	.0863	35.3	127,645	.0978	30,868	13,646	3,157	5,867	.....	139,925	.0740	1,107	3,984	A	37.2	.0836	97
Yakima.....	38.2	.0261	11.8	86,926	.0666	17,565	12,986	2,432	5,221	F	59,134	.0313	1,548	5,011	.....	.....	.0409	157
Total Above Cities..	1,115.4	.7614	369.9	1,849,659	1.4167	374,302	302,434	49,094	95,822	.....	1,996,809	1.0569	1,797	5,416	.....	.....	1.1059	146
State Total.....	2,314.4	1.5798	729.9	2,479,910	1.8995	556,648	328,670	62,537	112,485	.....	3,221,773	1.7056	1,392	4,414	.....	13.7	1.7386	110

▲ See end of state "Metropolitan County Areas." *Withheld to avoid disclosure. Before using these figures, see explanation page 19.

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WASH.



Cities shown are those having retail sales of $15.0 million or more in 1946

WASHINGTON — Metropolitan County Areas

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

AREAS	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES SM	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Seattle.....111	679.3	.4637	235.4	956,782	.7328	195,484	160,524	24,792	47,987	.....	1,200,964	.6358	1,768	5,102	.....	.....	.6305	136
Spokane.....115	216.2	.1475	69.3	260,199	.1993	51,640	41,908	6,848	13,012	.....	344,513	.1824	1,593	4,971	.....	.....	.1805	122
Tacoma.....122	227.6	.1554	73.0	248,096	.1901	60,264	32,108	5,676	10,738	.....	350,008	.1852	1,538	4,795	.....	.....	.1807	116

WASHINGTON — Multiple Cities

Pasco—Kennewick —Richland.....	37.0	.0253	12.0	50,148	.0384	20,085	4,680	1,763	2,490	.....	52,085	.0274	1,408	4,340	.....	.....	.0303	120

OREGON — Counties and Cities

City	County	City	County	City	County
Albany	Linn	Eugene	Lane	Pendleton	Umatilla
Astoria	Clatsop	Grants Pass	Josephine	Portland	Multnomah
Baker	Baker	Klamath Falls	Klamath	Roseburg	Douglas
Bend	Deschutes	La Grande	Union	Salem	Marion
Coos Bay	Coos	Medford	Jackson	The Dalles	Wasco
Corvallis	Benton	Oregon City	Clackamas		

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Before using these figures, see explanation page 19.

adv.

For market data of major Metropolitan Areas, see page 133.



OREGON — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES / CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Baker	18.1	.0123	5.4	24,029	.0184	5,838	1,994	589	1,151	.....	19,395	.0103	1,072	3,592	C	29.5	.0131	107
Baker	12.0	.0081	3.8	20,185	.0155	4,539	*	589	*	H	16,970	.0090	1,414	4,466	.....	.....	.0108	133
Benton	27.1	.0185	8.4	26,178	.0201	6,646	2,302	489	1,138	.....	29,279	.0155	1,080	3,486	D	23.7	.0175	95
Corvallis	15.0	.0103	4.9	22,906	.0175	5,538	*	*	*	H	19,768	.0104	1,318	4,034	.....	.....	.0125	121
Clackamas 91	87.0	.0595	28.8	43,765	.0335	11,901	1,384	1,230	1,432	.....	45,689	.0242	525	1,705	B	27.3	.0341	57
Oregon City	9.5	.0065	3.1	18,688	.0143	4,445	1,165	577	1,163	H	8,951	.0048	942	2,887	.....	.....	.0080	123
Clatsop	38.3	.0261	12.7	38,175	.0292	10,054	3,141	946	1,485	.....	50,403	.0266	1,316	3,969	E	6.6	.0273	106
Astoria	19.0	.0130	6.3	26,952	.0207	5,516	2,721	634	1,215	H	26,087	.0138	1,373	4,141	.....	.....	.0157	122
Columbia	27.5	.0188	8.2	17,663	.0135	5,499	1,128	470	676	.....	19,395	.0103	705	2,365	D	19.8	.0130	69
Coos	38.8	.0264	11.9	39,023	.0299	11,739	2,621	1,079	1,424	.....	41,961	.0222	1,087	3,526	D	13.4	.0254	96
●Coos Bay	8.5	.0058	2.8	18,107	.0138	4,107	1,943	490	.....	H	11,376	.0060	1,338	4,063	.....	.....	.0083	143
Crook	8.0	.0054	2.3	4,945	.0038	1,566	278	229	*	.....	4,849	.0026	606	2,108	D	37.1	.0035	65
Curry	4.7	.0032	1.8	2,785	.0021	1,418	49	109	*	.....	3,356	.0018	714	2,098	E	26.4	.0022	69
Deschutes	24.8	.0168	7.4	28,584	.0219	6,579	1,257	774	1,777	.....	24,244	.0128	986	3,276	D	15.5	.0163	97
Bend	13.5	.0093	4.3	21,439	.0165	5,241	*	611	1,520	H	16,784	.0089	1,243	3,903	.....	.....	.0113	122
Douglas	48.3	.0330	18.4	26,001	.0199	6,620	1,854	577	693	.....	43,804	.0232	907	2,844	C	31.7	.0242	73
Roseburg	18.4	.0125	6.1	15,341	.0117	2,971	1,765	293	567	.....	18,817	.0100	1,023	3,084	.....	.....	.0110	87

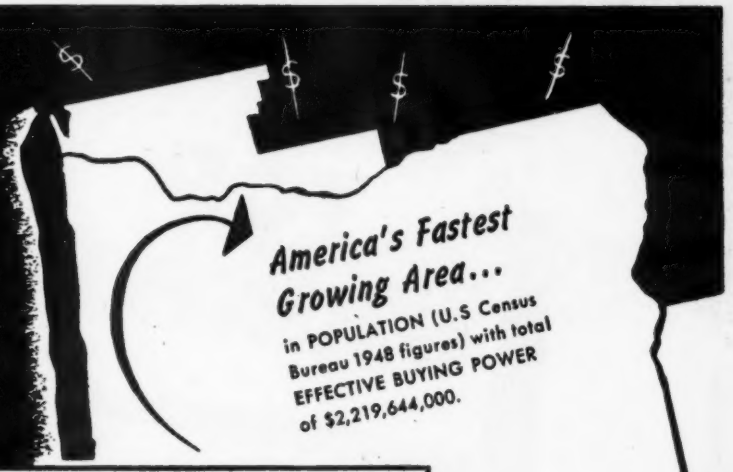
● See end of state "Multiple Cities."

*Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

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The Oregonian IS YOUR GREATEST ADVERTISING "BUY"

First IN CIRCULATION...The Oregonian shows 23,245 daily leadership, 65,171 Sunday, over Portland's second paper.

First IN READER VALUE...The Oregonian printed 1,500,000 more lines of news in '48 than Portland's other paper.

First IN READER RESPONSE...The Oregonian's Factor R is the solid, built-in ingredient which builds reader traffic and assures positive, overwhelming results!

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The Oregonian

PORTLAND 1 OREGON

The Great Newspaper of the West

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, INC.



OREGON — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U. S. A. Potential	Quality of Market Index
Gilliam	2.9	.0020	.8	4,427	.0034	770	*	110	48		4,849	.0026	1,672	6,061	C	46.4	.0027	135
Grant	7.3	.0049	2.3	6,431	.0049	1,229	89	152	*		6,714	.0035	920	2,919	E	39.2	.0042	86
Harney	5.9	.0041	1.8	5,530	.0043	1,798	*	207	248		6,713	.0036	1,138	3,729	E	35.8	.0039	95
Hood River	13.8	.0094	4.2	12,572	.0096	4,014	600	338	449		15,106	.0080	1,095	3,597	B	35.8	.0088	94
Jackson	52.9	.0361	16.9	46,388	.0355	11,506	5,208	1,228	2,064		55,016	.0291	1,040	3,255	B	24.0	.0324	90
Medford	17.5	.0120	5.8	33,631	.0258	7,101	4,632	924	1,656	H	26,110	.0139	1,492	4,502	.....	.....	.0171	143
Jefferson	3.3	.0023	1.0	1,843	.0014	419	*	*	*		2,238	.0012	678	2,238	F	41.7	.0015	65
Josephine	32.1	.0219	11.6	17,662	.0135	4,567	1,106	414	571		26,208	.0139	816	2,259	D	31.2	.0154	70
Grants Pass	10.3	.0070	3.7	15,314	.0117	3,728	*	*	571	H	11,376	.0060	1,104	3,075	.....	.....	.0079	113
Klamath	47.2	.0322	14.0	67,246	.0515	14,389	7,811	1,548	2,201		68,858	.0384	1,459	4,918	B	14.9	.0401	125
Klamath Falls	20.0	.0136	6.6	54,267	.0416	9,489	7,624	1,283	*	G	35,800	.0189	1,790	5,424	.....	.....	.0247	182
Lake	7.5	.0051	2.4	8,419	.0065	1,824	808	*	248		8,785	.0047	1,169	3,652	E	33.9	.0053	104
Lane	109.0	.0744	33.5	96,392	.0739	21,755	9,777	2,359	6,093		122,407	.0648	1,123	3,654	B	16.0	.0695	93
Eugene	36.0	.0246	11.9	68,342	.0523	12,018	8,474	1,823	5,757	G	60,948	.0323	1,693	5,122	.....	.....	.0368	150
Lincoln	19.1	.0131	6.3	14,108	.0108	4,525	408	284	210		14,920	.0079	781	2,368	F	14.8	.0098	75
Linn	48.0	.0327	14.3	27,842	.0213	5,781	2,591	599	1,468		33,754	.0178	703	2,360	B	35.1	.0218	67
Albany	16.2	.0111	5.3	15,340	.0118	2,851	2,034	284	1,315	H	12,868	.0068	794	2,428	.....	.....	.0092	83
Malheur	20.2	.0138	5.4	17,049	.0131	3,877	1,384	512	634		18,462	.0098	914	3,419	A	57.5	.0116	84
Marion 171	88.7	.0606	27.3	75,571	.0579	17,854	7,703	1,354	4,521		93,667	.0496	1,058	3,431	A	25.5	.0543	90
◆Salem	52.8	.0360	17.5	56,831	.0435	12,301	7,031	970	4,134	G	70,330	.0372	1,332	4,019	.....	.....	.0389	108
Morrow	5.3	.0036	1.5	4,024	.0031	865	*	88	*		5,222	.0028	985	3,481	C	56.2	.0031	86
Multnomah 91	535.0	.3652	184.0	679,812	.5207	141,742	155,928	17,891	30,844		1,011,565	.5354	1,892	5,498	B	2.7	.4969	138
▲Portland	420.2	.2869	150.3	652,620	.4999	133,408	155,152	17,521	30,597	B	852,223	.4512	2,028	5,670	.....	.....	.4329	151
Polk	27.6	.0188	8.2	12,297	.0094	3,988	429	218	529		19,208	.0101	696	2,342	B	35.1	.0116	82

◆ See end of state "New Metropolitan County Areas." ▲ See end of state "Metropolitan County Areas." *Withheld to avoid disclosure.

Before using these figures, see explanation page 19.

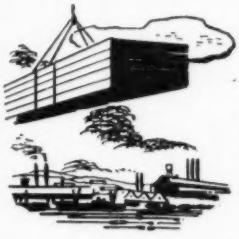
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Here's more of the



Portland and Oregon Story!

In 1948 OREGON had GREATEST PAYROLL Total in the History of the State.



With a total covered* payroll of more than $966 million in 1948, the State of Oregon showed an increase of *12%* over the all-time peak of $860 million in 1947. The 1948 Net Effective Buying Income for Oregon reached nearly $2 billion for an increase of 13% over 1947, according to this issue of Sales Management.

Oregon is the FASTEST GROWING State in the Nation, TODAY!



Always an active growing market, in 1948 percentage-wise Oregon led the nation in population growth with an increase of 49.3%† over 1940. And this rapidly growing population is prosperous... Portland is one of the top cities of the nation in per family income — with an average of $5,670 per family.

The JOURNAL leads you straight to OREGON'S PROFIT MARKET!

55% of OREGON'S annual Retail Sales are made in one compact area, Oregon's PROFIT Market.. the Portland Retail Trading Zone.



Covering only 8% of the land area, but with 51% of the state's total population ...here is the one metropolitan market in Oregon ...a rich market wrapped up in one easy-to-reach parcel. To sell this bigger, richer market first concentrate your effort in The JOURNAL... the newspaper that has its daily circulation aimed first at Oregon's PROFIT Market.

FIRST Sell OREGON'S PROFIT MARKET ... the rich Portland Retail Trading Zone (as defined by Audit Bureau of Circulations) accounts for:

53% of Total Oregon Food Sales
78% of Total Oregon Drug Sales
74% of Total Oregon General Mdse. Sales
55% of Total Oregon Retail Sales

** All payrolls covered by tax, but do not include employees of federal, state, county, and city governments or self-employed, farm workers, domestics, and small businesses employing less than four.*

† U. S. Census estimate of July 1, 1948.

For PROFIT, for SALES in Oregon... advertise in The JOURNAL.
For the kind of sales facts you want to know about a market ask a Reynolds-Fitzgerald man ...he can set Portland and Oregon's Profit Market "right on your desk." Call him today!

The JOURNAL

PORTLAND, OREGON

means business

EVENINGS AND SUNDAY

MEMBER METROPOLITAN AND PACIFIC PARADE GROUPS

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OREGON — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (In thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Gross Income Volume Code	% of Labor Force	% of U.S.A. Potential	Quality of Market Index
Sherman	2.3	.0016	.7	2,069	.0016	515	*	*	*		2,984	.0016	1,297	4,263	C	58.7	.0016	100
Tillamook	17.0	.0118	5.3	12,883	.0098	3,430	859	438	433		13,614	.0072	801	2,569	D	24.2	.0089	77
Umatilla	38.9	.0265	12.0	33,011	.0253	8,741	2,392	906	940		35,992	.0191	925	2,999	A	39.3	.0224	85
Pendleton	16.1	.0110	5.3	20,236	.0155	3,663	1,933	546	815	H	15,665	.0083	973	2,956			.0110	100
Union	18.3	.0125	5.4	20,960	.0160	5,188	2,053	665	1,568		20,327	.0107	1,111	3,764	C	27.0	.0127	102
La Grande	9.5	.0065	3.0	16,291	.0124	3,511	1,973	524	1,495	H	12,682	.0067	1,325	4,227			.0084	129
Wallowa	7.9	.0054	2.2	7,481	.0057	1,917	459	185	319		8,019	.0043	1,015	3,645	D	57.3	.0049	91
Wasco	16.4	.0112	5.0	21,555	.0165	4,458	1,165	524	1,050		16,784	.0089	1,023	3,357	C	30.7	.0116	104
The Dalles	8.5	.0058	2.9	18,344	.0141	3,905	1,166	447	1,050	H	12,122	.0064	1,426	4,180			.0086	148
Washington	60.6	.0413	18.7	30,718	.0235	8,809	1,815	589	1,184		38,604	.0204	638	2,064	B	33.1	.0255	62
Wheeler	3.8	.0024	1.0	2,148	.0017	257	*	*	*		2,610	.0014	746	2,610	F	44.8	.0017	71
Yamhill	35.9	.0245	11.1	27,131	.0208	6,174	1,963	719	887		29,466	.0156	821	2,655	B	33.8	.0189	77
Total Above Cities	703.0	.4799	243.8	1,094,634	.8386	224,332	197,613	27,516	51,855		1,228,877	.6506	1,748	5,045			.6791	143
State Total	1,548.7	1.0572	497.0	1,506,575	1.1540	346,246	221,216	37,928	68,689		1,964,447	1.0399	1,268	3,953		18.3	1.0778	102
OREGON — Metropolitan County Area																		
Portland-91	737.0	.5032	245.1	785,530	.6017	167,899	161,871	20,257	35,206		1,176,704	.6228	1,597	4,801			.5926	118
OREGON — New Metropolitan County Area																		
Salem-171	88.7	.0606	27.3	75,571	.0579	17,854	7,703	1,354	4,521		93,667	.0496	1,055	3,431			.0543	90
OREGON — Multiple Cities																		
Coos Bay—North Bend	15.0	.0102	4.9	22,167	.0170	5,698	2,475	876	*		16,823	.0089	1,122	3,433			.0116	114

*Withheld to avoid disclosure.

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Economic and Market Highlights Of the Territory of Hawaii

When the next Federal Censuses are completed, they will undoubtedly show far greater gains for Hawaii than for the mainland. Population of the islands has increased 28% since 1940, as against an 11% increase here, retail sales have gained $3. there for every $2. here, and the military and tourist dollars today are far greater than they were 10 years ago.

Hawaii is a difficult spot to pin down statistically. Not only does it gain markedly, but relatively unmeasurably, from servicemen and tourists, but the setup of retail stores is so far different from U. S. A. practices that exact comparisons between the Hawaiian retail sales since 1939 and similar ones in the U. S. A. are well-nigh impossible.

Here are some of the differences: In 1939, Hawaii had a population of slightly over 400,000, and the dollar volume transacted by its "General Stores With Food" was $20,725,064, or $49 per capita, while the mainland, with a population of more than 130,000,000, had retail sales

SOME FACTS ABOUT HONOLULU



Metropolitan Honolulu and its trading area includes the entire island of Oahu.

$357,428,000
RETAIL SALES IN 1947

The above figure represents actual Honolulu retail sales, making it 36th in total retail city sales NOT 43rd.

1947 retail sales Territory of Hawaii $459,139,000. KULA covers all island markets.

KULA

10,000 WATTS
690 KILOCYCLES
ABC AFFILIATE

FOR INFORMATION ON THE HAWAIIAN MARKET — FOR RATES FOR "ONE STATION COVERAGE" OF HAWAII SEE

AVERY KNODEL, Inc., National Representatives

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES • ATLANTA

in that category of $810,342,000 or $6 per capita. In that same year of 1939, commissaries or company stores transacted nearly 7% of the Hawaiian business, while in the U. S. A. the volume of such stores is negligible.

Because of these marked store differences, the problem of allocating such items as food, general merchandise and drugs is very nearly insoluble. General stores with food in 1939 did nearly 20% of the business in Hawaii, but neither the Bureau of the Census nor Hawaiian authorities can throw any helpful light on what percentage of that volume was in food.

Consequently, SALES MANAGEMENT wishes to state very emphatically that far more credence can be put on the *total* sales figures below than on the attempted breakdown by classes of stores. The most important thing to remember is that on a per capita basis, Hawaii and the mainland are in a virtual tie in both Net Effective Buying Income and retail sales. In 1948 the men, women and children in the U. S. A. purchased $894. worth of goods in retail stores, on the average; while in Hawaii the per capita was $858. The Net Effective Buying Income per capita in the U. S. A. was $1289., and in Hawaii it was $1251. In income per family, the Hawaiian averages are far ahead of ours, as a result of much larger average families. The U. S. A. per family average last year was $4,531., while in Hawaii it was $5,528.

Tax information available from Territorial Headquarters is far more precise and up to date than similar information about any of our states. Hawaii taxes almost every type of commercial activity, in addition to having a territorial income tax, plus the normal Federal tax. Retailing is taxed at 2½% of the consumer sale price, but exact comparison with the definition of retail sales as outlined by the Bureau of the Census is complicated by the fact that the Census Bureau reports only sales by *stores,* while the Hawaiian sales tax figures reflect all *retail transactions,* whether or not made by established stores. Theoretically, an individual who sells, let's say, an automobile to a friend of his, would be subject to the sales tax on the sale price. This Hawaiian retail tax law is a model of simplicity. It is simply this: "Retailing is selling for use or consumption."

A question which the Research Department of SALES MANAGEMENT has been bouncing around for several months, is this, "How much greater are retail transactions as shown by Hawaiian sales tax receipts than retail sales as defined by the U. S. A. Bureau of the Census?" The answer seems to be, not much more than 6%. This was determined by comparing 1939 Federal Census Retail Sales for the Territory with the figure arrived at that year by applying the sales tax percentage.

Consequently, SM's Research Department has accepted the Territorial retail total of $495,047,544. as being as nearly accurate as this figure can be, but has taken 93.87% of that total as a figure which seems to correspond with retailing as defined here. This added knowledge about the difference between the two methods of defining retailing has made it necessary to revise 1947 figures downward. Additional information also makes necessary other revisions in the balance between all islands, Honolulu County and Honolulu city, and in the relationship between the four store categories and total retail sales.

But, as pointed out above, more important than the detailed figures on sales by store types or sales in one city or county as compared with the whole are the facts that on a per capita basis there is little to choose between Hawaii and the mainland, and that on a per family basis, Hawaii has marked superiority. It is no wonder, then, that there is a growing trend among American sales executives to consider Hawaii as a part of the domestic market instead of as a foreign market. To many of them, Hawaii is now the 49th state and usually is operated from a district headquarters city on the Pacific Coast instead of being handled by the Export Department.

Economic and Market Highlights of Hawaii

POPULATION	1947	1948
All Islands	525,477	541,372
Honolulu County (Oahu)	360,333	372,004
Honolulu City	268,913	278,016
Families, all Islands	115,100	121,500
Families, Honolulu County (Oahu)	91,500	95,000
Families, Honolulu City	67,500	70,500
EFFECTIVE BUYING INCOME (in thousands)		
All Islands, net	$645,277	$677,258
Honolulu County (Oahu)	530,320	556,815
Honolulu City	412,761	433,398
Net per capita, all Islands	1,228	1,251
Net per capita, Honolulu County (Oahu)	1,473	1,497
Net per capita, Honolulu City	1,535	1,594
Net per family, all Islands	5,606	5,574
Net per family, Honolulu County (Oahu)	5,795	5,861
Net per family, Honolulu City	6,115	6,148
RETAIL SALES (in thousands)		
All Islands, total	$430,733	$464,656
All Islands, food	133,124	144,720
All Islands, general mdse.	56,862	63,180
All Islands, drugs	12,684	14,040
All Islands, furn.-house.-radio	21,767	24,387
Honolulu County (Oahu) total	319,541	348,385
Honolulu County (Oahu) food	N. A.*	115,700
Honolulu County (Oahu) general mdse.	N. A.	58,862
Honolulu County (Oahu) drugs	N. A.	12,718
Honolulu Co. (Oahu) furn.-house.-radio	N. A.	21,984
Honolulu City, total	271,871	296,340
Honolulu City, food	N. A.	98,396
Honolulu City, general mdse.	N. A.	55,908
Honolulu City, drugs	N. A.	11,701
Honolulu City, furn-house.-radio	N. A.	19,843
WHOLESALE SALES (in thousands),		
All Islands	$265,260	$242,358
Honolulu City	241,688	222,916
SERVICE BUSINESSES (in thousands)		
All Islands	$ 70,203	$ 72,812
Honolulu County (Oahu)	N. A.	59,818
CONTRACTING (in thousands)		
All Islands	$ 71,511	$ 73,408
Honolulu County	N. A.	65,536
CANNING (in thousands)		
All Islands	$ 61,028	$ 68,743
AMUSEMENTS (in thousands)		
All Islands	N. A.	$ 13,278
SUGAR PROCESSING (in thousands)		
All Islands	$ 82,606	$ 76,494

*Figures Not Available

One of the Superior Markets of the United States

Honolulu

A Good Place to SELL Good Merchandise

In the 250,000-500,000 population group Honolulu ranks high in retail sales and effective buying income.

Net E.B.I. per family	$6,662
Net E.B.I. per capita	$1,665
Population (July 1/49 estimate)	371,649

(Sales Management, Inc., 1948)

The EVENING STAR-BULLETIN blankets the Honolulu Market, with a home-delivered coverage of 81% and over 90% total coverage of all Honolulu homes—leading all other Hawaii newspapers in home-delivered, total city and total circulation.

The EVENING STAR-BULLETIN is the *only* Honolulu newspaper with the big three: Associated Press, United Press and International News Service.



The EVENING STAR-BULLETIN leads *all* Hawaii newspapers in General, Retail and Classified advertising.

Use the EVENING STAR-BULLETIN for full coverage of the Honolulu market.

Honolulu Star-Bulletin, Ltd.

Represented nationally by

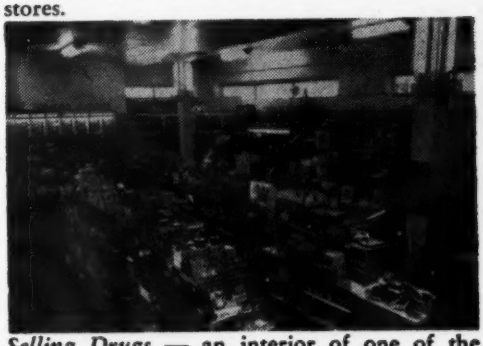
O'MARA & ORMSBEE, INC.



Selling Groceries—Piggly-Wiggly has stores in all major shopping districts.



Selling Men's Furnishings—main floor of Andrade's, one of Honolulu's exclusive men's stores.



Selling Drugs — an interior of one of the Benson, Smith & Co. modern drug stores.



The Liberty House department store has this modern branch in populous Waikiki.

The Canadian Market

Population, Retail Sales, Effective Buying Income for Provinces, Counties, Cities

With the virtual disappearance of the short-lived austerity program, Canada enters what Finance Minister Douglas C. Abbott calls an era of "almost unexcelled prosperity."

Immediately following the announcement of the austerity program in November, 1947, SALES MANAGEMENT told its readers (page 35, December 15, 1947), "Don't sell Canada short . . . In the long-run future, Canada will be even more important as a market for American goods and as a source of many things which America needs . . . SALES MANAGEMENT is very bullish about Canada."

Because of this bullishness, SALES MANAGEMENT continued in 1948 to present the same basic information about provinces, counties and cities as for similar U. S. A. civil divisions, and in this issue (for the third consecutive year) the same pattern is being followed.

The Finance Minister announced, effective April 1, that the prevailing flat 30% tax on business profits would be reduced to 10% on profits of less than $10,000 and will be a flat 33% on profits over $10,000. Personal income taxes were cut an average of 32%. Excise taxes were repealed on a long list of items, and reduced to 10% on many others. Import controls were relaxed on a wide range of goods including vegetables, textiles, furniture, toys, sporting goods, and a number of other items.

This special Canadian Section is designed for use by those of SM's American subscribers now operating in Canada with or without a Canadian manufacturing or assembling plant, and by our Canadian subscribers who wish to apply the same yardsticks of market measurement which SALES MANAGEMENT has developed for the States since 1929.

The same methods and techniques which have made it possible to measure changes in U.S.A. Potential, Retail Sales, and Income with a degree of accuracy exceeding 95% have been applied to Canada by the magazine's Research Department, the staffs of Econometric Institute, Inc., and International Business Machines Corporation, and with the special cooperation of several officials of the Dominion Bureau of Statistics, particularly Mr. Herbert Marshall, Dominion Statistician; Clyde H. McDonald, Chief, Merchandising and Services Statistics; and A. S. Abell, Director, National Income Section. These Canadian officials assisted the SALES MANAGEMENT staff in preparing over-all Dominion figures, but the full responsibility for the accuracy of the estimates by provinces, divisions, counties and cities rests entirely on the Research Department of SALES MANAGEMENT and the Econometric Institute, Inc.

Civil Units Included

Detailed figures are given for the nine provinces, but exclude Newfoundland, the Yukon and the North West Territories, whose current population is estimated as follows (in thousands):

Newfoundland	300.0
The Yukon	8.0
North West Territories .	17.0
Total	325.0

These areas account for 2.5% of the total population of Canada, but insufficient data exists for the accurate measuring of retail sales and Effective Buying Income.

As of April 1, Newfoundland became the 10th province in the Canadian Federation, after an 82-year fight to remain independent. Future issues of SALES MANAGEMENT's *Survey of Buying Power* will contain more detailed information about the new province, which in population size will rank ninth among the 10 provinces.

With one exception, the civil units in Canada are the same as those in the U.S.A., the exception being that in Manitoba, Saskatchewan, Alberta and British Columbia there are no county names. Instead, each province is divided into Divisions, which are synonomous with Counties, and readers who wish to prepare market maps of these provinces should request detailed outline maps from the Dominion Bureau of Statistics, Ottawa, Ontario.

The cities shown in the *Survey* are those which in the official Dominion Census of 1941 had retail sales volumes of $4,000,000 or more. As shown in a Pictograph in this issue, Canada, despite its vast geographic size, has a far more concentrated population than the U.S.A., and this cuts the cost of sales and advertising. In Canada's 34 largest cities live 30% of the people, whereas the U.S.A.'s 34 largest cities contain only 23% of the people. Sales organizations which want to do an intensive local advertising and promotion job can concentrate in Canada's 88 largest cities, which account for 69% of the retail sales volume; whereas in the U.S.A. the 502 largest cities account for only 62% of the retail sales.

Population Estimates

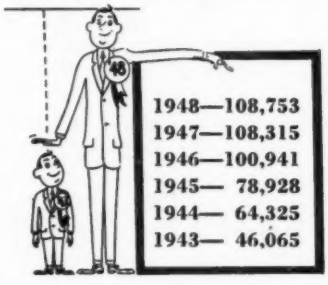
The Government in Ottawa made Dominion and Provincial estimates of population for mid-year 1948, and SALES MANAGEMENT distributed this population (by counties, divisions and cities) by two methods: (1) checking with Chambers of Commerce, Postmasters and Mayors in all of the cities which are listed in the *Survey* and the counties of which they are a part; and (2) using for smaller counties the same proportionment which prevailed in the official 1941 Census.

Readers will note a considerable expansion in the number of families, 1948 over 1947. This is due largely to the adoption for Canada of a revised family definition developed by the Bureau of the Census in Washington, whereby "family" is used synonomously with "private household." It thus includes all the persons who occupy a house, an apartment, or other group of rooms, or a room that constitutes "separate living quarters." It includes the related family members, and also the unrelated persons, if any, such as lodgers, servants or hired hands, who share the living quarters. A person living alone, or a group of unrelated persons sharing the same living accommodations as partners, is counted as a household.

The family estimates for provinces, counties and cities are based upon persons-per-family figures developed by the Dominion Bureau of Statistics and trace back to the 1941 Census. SALES MANAGEMENT's Research De-

Leaves From TIME's Canadian Fact Book

Since the Canadian edition of TIME was first published its circulation has more than doubled*



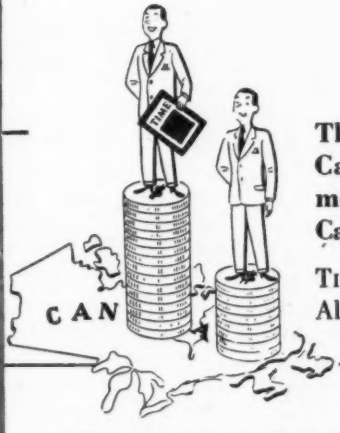
and TIME's circulation in Canada is still growing—as more and more intelligent men and women in the Dominion discover they cannot afford to be without TIME's help in making the news make sense.

**Circulation figures quoted are from year end ABC statements. The figures for 1947 and 1948 are for Canada and Newfoundland only.*

TIME in Canada is read each week by intelligent members of both sexes . . .

by 141,000 men
by 119,000 women





The average TIME family in Canada enjoys an income more than twice that of all Canadian families.

TIME families	$4,160
All Canadian families	$2,000

The percentage of TIME families in Canada who own the principal consumer durables is much higher than among all families in general.

98.4% of TIME families own at least one radio as compared to 78% of all Canadian families.



65.2% of TIME families own a mechanical refrigerator as compared with 21% of all Canadian families.

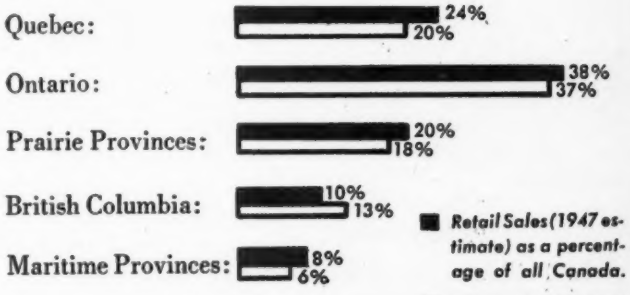
There are 75 automobiles to every 100 TIME families as compared with 32 per 100 for all Canadian families.



65.6% of all TIME families have a washing machine; 75.7% own a gas or electric stove; 10.9% have air conditioning in their homes.

These facts are further evidence that TIME's advertising pages are seen by people who can afford to buy the best and do.

TIME's readership is high in Provinces where sales are high; low where sales are low.



■ *Retail Sales (1947 estimate) as a percentage of all Canada.*

□ *TIME's circulation in Canada (September 13, 1948 issue) as a percentage of the total circulation of this issue.*

68% of TIME's total circulation in Canada is in cities of 25,000 and over—where a high percentage of retail buying is done by . . .

TIME

CANADA'S CLASS-MASS MARKET OF 108,000 *able-to-buy* FAMILIES

NOTE TO MEDIA AND RESEARCH DIRECTORS: *Write for complete set of surveys on TIME Canadian . . . 9 Rockefeller Plaza, New York 20.*

WHAT CANADIAN FAMILIES BUY AT RETAIL

Purchased total and by 4 store types on a per family basis.

Province	Total Retail	Food	General Merchandise	Drug	Furn.-House.-Radio
Prince Edward Island	$1294	$260	$206	$36	$15
Nova Scotia	2136	570	329	50	53
New Brunswick	1637	422	283	55	48
Quebec	2087	598	218	41	79
Ontario	2507	568	321	72	95
Manitoba	2198	353	613	61	35
Saskatchewan	1988	302	206	44	25
Alberta	2127	353	237	53	54
British Columbia	2213	469	329	54	81
Dominion Average	2235	512	299	57	74

partment is well aware of the fact that this results in only a rough approximation of family count by counties and cities, but it is believed that the figures are sufficiently accurate for sound market planning.

Counties are listed in alphabetical order (numerically in the Western Provinces) and cities are indented under the counties of which they are a part, with city figures shown in contrasting light-face type. Because part of Canada is French speaking, a column is provided under "Population" for the percentage of population (according to the 1941 Census) which speaks French only, or French and English. Many marketing authorities agree that the two groups should be added together and considered as the segment of the population which can be reached most effectively by use of the French language. Percentage figures are given only for those counties and cities where this combination accounts for 10% or more of the population.

Retail Sales

In 1948 the Dominion Bureau of Statistics made a rather drastic revision of their Retail Sales estimates for the year 1947, increasing the Dominion figure to $6,565,500,000 or 13% above the levels estimated last year. Readers who use last year's *Survey* for comparative purposes should bear in mind that to the extent of 13%, the high increases of this year represent a revision.

Through continuing studies of the Dominion Bureau of Statistics on volume and price of merchandise movements, retail sales estimates are available on a provincial basis for total retail sales and also for the four store types, these being food stores, general merchandise stores, drug stores and furniture-household-radio stores.

SALES MANAGEMENT then breaks these provincial estimates down by counties and cities by methods which are based partly on projections from the 1941 Census and partly on special studies made in leading counties and cities.

The groupings of the four store types are those used by the Dominion Bureau of Statistics and are precisely the same as those used by the Bureau of the Census in Washington. Food includes all stores selling food primarily (groceries, meat markets, delicatessens, candy and dairy stores); General Merchandise stores include department, mail order and variety stores; Drugs includes sales of drug stores only; the Furniture-Household-Radio group includes furniture, drapery, curtain and household furniture stores, household appliance dealers, radio and musical instrument stores.

Wholesale Sales

There have been no bench marks of Canada wholesale sales by cities since the 1941 official Census, and in the judgment of SALES MANAGEMENT editors and officials of Econometric Institute, precise estimates of current wholesale sales are impossible. Rather than make estimates which might have a wide margin of error, they have adopted a simple Code system which shows at a glance the *relative* importance of a city in wholesale sales, but does not attempt to show dollars and cents figures.

The code letters under this classification are the same as those used for the U.S.A., and are to be interpreted as follows:

Code Letter	*Volume Code (Million $)*
A	over 2,500
B	1,000 - 2,500
C	500 - 1,000
D	250 - 500
E	100 - 250
F	50 - 100
G	25 - 50
H	under 25

Effective Buying Income

The first column under this heading shows in thousands of dollars the *gross* effective buying income (before payment of income taxes) from all sources such as salaries, wages, dividends and entrepreneurial income, including farm income.

The Dominion estimate was made

RETAIL SALES—1948 vs. 1947

"Canada's almost unexcelled prosperity will continue at least another year."
—Finance Minister Douglas C. Abbott, March 21, 1949.

(Retail Sales in Thousands of Dollars)

Province	1941	1948	Gain, %
Prince Edward Island	$ 15,936	$ 28,071	76
Nova Scotia	165,034	329,400	100
New Brunswick	101,843	185,843	84
Quebec	818,671	1,701,106	104
Ontario	1,406,977	2,957,472	110
Manitoba	210,833	448,431	123
Saskatchewan	186,886	449,844	140
Alberta	221,071	509,124	130
British Columbia	309,573	750,707	143
Dominion Total	$3,440,902	$7,359,998	114

The highest daily circulation ever reached by a newspaper in Canada

NOW OVER

375,000

Copies Daily

(Average 6 months ending March 31, 1949)

In Canada's top market, Ontario (earnings 20% above Dominion of Canada average) the Toronto Daily Star is read in every third home. In Greater Toronto, the hub of Ontario, over 80% of the homes read the Star. You can tell your advertising story in the Daily Star over 375,000 times a day. Here is your *one* newspaper advertising buy.

TORONTO DAILY STAR

80 King St. W. Toronto • Montreal Office, University Tower Bldg. • In U.S., Ward-Griffith Co., Inc.

A Big Market...A Receptive Market

RURAL QUEBEC

The farm families of rural Quebec have enjoyed all-time record income for *over seven years.* They are "in the money" . . . in the mood and with the means to buy anything which will make their work easier or more effective, their living more comfortable, convenient, or interesting.

But you have to present your message to *them* in French — farm French; and for greatest effectiveness, in a medium which they accept as one of themselves.

That's where La FERME scores for you! Over 85,000 French farm families welcome this up-and-coming farm magazine every month . . . read it, follow it, because it discusses their problems in their language with a deep understanding of their point of view. What's more, La FERME's expert and experienced translators will turn your message into real farm French, the kind they think and speak, free of charge.

It's a big market, a receptive market when properly approached. La FERME will give you the effective approach!



822 Sherbrooke St.E. Montreal

Telephone FA. 3639-0

by the Dominion Bureau of Statistics, and the breakdown by provinces, counties and cities follows a formula first devised by SALES MANAGEMENT in 1929 in connection with estimating income for similar U.S.A. civil divisions.

The county and city figures—just as in the case of similar figures for population and retail sales—are further refined to show Percent of Canada. Still further refinements are the Per Capita and Per Family Income figures, straight arithmetical computations derived by dividing total gross income by number of inhabitants and number of families.

Sales-Advertising Controls

The column, "% of Canada Potential," is based upon a comparable column in the U.S.A. Section which is widely used in setting sales quotas and allocating advertising appropriations. Readers will find a detailed explanation of this weighted figure in the chapter that follows, called, "Sample Analysis of Canadian County and City."

The last column, "Quality of Market Index," is a measure of the purchasing ability of each county and city, as compared with the Dominion. It is constructed by dividing the % of Canada Potential by the % of Canada Population. The Dominion is the base, 100. This column is designed especially for sales and advertising executives who are considering intensive campaigns in a selected list of above-average counties and cities. Those counties and cities which have an index figure markedly higher than the Dominion (100) are likely to be the ones where intensified promotional campaigns should bring the greatest returns, provided, of course, that the % of Canada Potential column shows that they are important also from the standpoint of quantity.

How to Use the *Survey* Figures

In a three-part article, Mr. Richard D. Crisp, Director of Research, The Tatham-Laird Agency, Chicago, Illinois, shows in the U.S.A. section of the *Survey* how to apply the estimates to a wide variety of sales and advertising problems, under the heading, "ABC's of Market Indexes and How to Apply Them to Sales Problems."

SALES MANAGEMENT will gladly supply reprints of these articles. Address Readers' Service Bureau, SALES MANAGEMENT, 386 Fourth Avenue, New York 16, New York.

Sample Analysis of Canadian County & City

Important Things to Look for in Analyzing Any Market—Exemplified by the Province of British Columbia, Division 4, City of Vancouver.

Users of the *Survey of Buying Power* usually look at a market in three ways:

1. Its size
2. Its quality
3. Its rate of growth

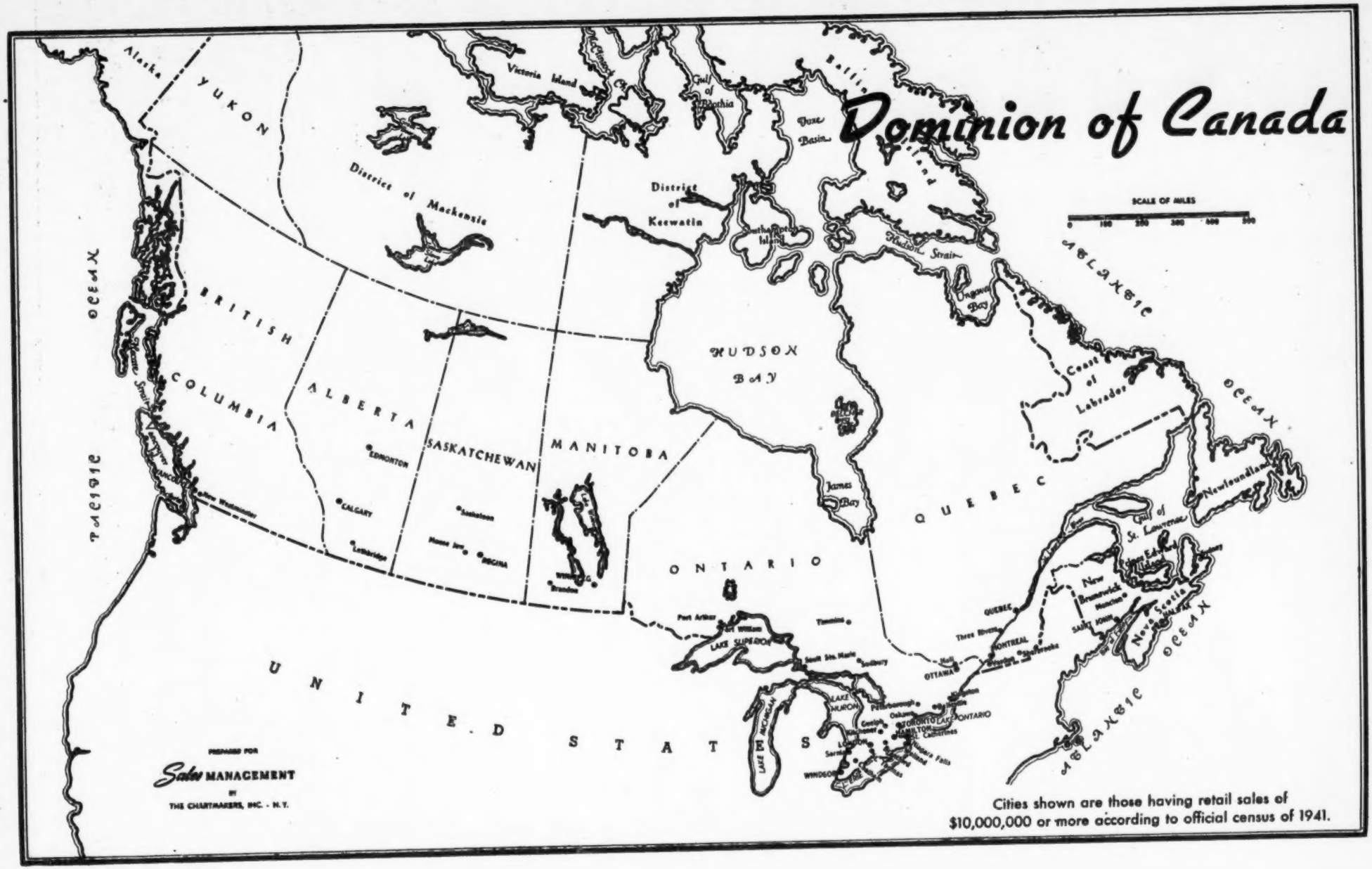
We shall analyze British Columbia, Division (synonymous with County) 4, and the city of Vancouver on these factors.

Population

Since the last official Census in June, 1941, the Dominion has gained roughly 1.5 million inhabitants, or 13%. This rate of growth is almost the same as for the U. S. A.

But in Canada, as in the States, the trend is toward the West. The growth of British Columbia parallels the increase in Washington, Oregon, California. The province gained 35%, or nearly three times as much as the Dominion. In 1941 British Columbia had 7.1076% of the Dominion population; today it has 8.4761%.

Division 4 shared in the growth,


Dominion of Canada
SCALE OF MILES
0 100 200 300 400 500
Alaska
YUKON
District of Mackenzie
Victoria Island
Gulf of Boothia
Baffin Land
Foxe Basin
District of Keewatin
Hudson Strait
Ungava Bay
ARCTIC OCEAN
BRITISH COLUMBIA
ALBERTA
SASKATCHEWAN
MANITOBA
HUDSON BAY
James Bay
Coast of Labrador
ATLANTIC OCEAN
PACIFIC OCEAN
ONTARIO
QUEBEC
Gulf of St. Lawrence
Newfoundland
New Brunswick
Nova Scotia
Prince Edward Island
EDMONTON
CALGARY
Lethbridge
Saskatoon
Moose Jaw
REGINA
Winnipeg
Port Arthur
Fort William
LAKE SUPERIOR
Timmins
Sault Ste. Marie
Sudbury
QUEBEC
Three Rivers
MONTREAL
Hull
OTTAWA
Sherbrooke
SAINT JOHN
LAKE MICHIGAN
LAKE HURON
Peterborough
Oshawa
TORONTO
LAKE ONTARIO
HAMILTON
ST. CATHARINES
Guelph
Kitchener
London
Niagara Falls
WINDSOR
UNITED STATES
PREPARED FOR
Sales MANAGEMENT
BY
THE CHARTMAKERS, INC. - N.Y.
Cities shown are those having retail sales of
$10,000,000 or more according to official census of 1941.

BRITISH COLUMBIA

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION ESTIMATES SM 1/1/49				RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES				SALES ADVERTISING CONTROLS	
							FOUR STORE GROUPS (in thousands of dollars)										
	Total (in thousands)	% of Canada	Families (in thousands)	French and Fr.-Eng. Speaking %	Dollars (in thousands)	% of Canada	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Gross Dollars (in thousands)	% of Canada	Per Capita	Per Family	% of Canada Potential	Quality of Market Index
Division 4	610.9	4.6971	194.7	.....	481,630	6.2721	97,550	75,876	11,317	18,083	.....	671,219	5.5921	1,099	3,447	5.6171	120
Vancouver	371.3	2.8548	120.4	.....	364,728	4.9555	68,962	73,575	8,788	14,622	C	457,252	3.7595	1,215	3,748	3.9374	138
British Columbia Total	1,102.4	8.4761	339.3	.....	750,707	10.1998	158,739	111,523	18,347	27,489	.....	1,129,482	9.4100	1,025	3,329	9.4602	112
Dominion Total	13,006.1	100.000	3,293.0	.....	7,359,998	100.000	1,683,617	983,212	185,510	244,078	.....	12,002,993	100.000	923	3,645	100.0000	100

population jumping from 449,376 to 610,900, a gain of 36%.

Vancouver's gain was the same as the province—35%—and the present civilian population within the municipal boundaries is estimated by SALES MANAGEMENT (based upon figures supplied by three reliable local sources) to be 371,300.

Families are estimated at 339,300 in the province, an average of 3.25 persons per family, which is considerably lower than the all-Canada average of 4.0 persons but almost the same as the U. S. A. Pacific Coast average.

Retail Sales

Since 1941 retail sales in the Dominion increased 114% — from $3,440,902,000 to $7,359,998,000. This rate of gain far below the U. S. A. gain of 211%, is accounted for by three major factors, (1) an income tax rate during the war and continuing through 1948 which was considerably higher than in the States, (2) a *much* greater success in making price controls really work throughout the war and continuing into the present period, (3) the necessary austerity program due to the dollar shortage which resulted in limited merchandise stocks in 1947-1948. Without these factors the sales gain very likely would have been similar to that in the U. S. A.

British Columbia, with its greater degree of war and post-war prosperity, coupled with a greater than average population increase, has enjoyed a sales gain since 1941 of 142%, or 28% greater than the Dominion.

On a per family basis retail sales for British Columbia work out to an average of $2,213, while for District 4 the average is $2,371.

The province has 10.1998% of Dominion retail sales (remember that the population percentage is only 8.4761). Roughly this means, of course, that British Columbia should be good for 10% of your volume.

Division 4 takes in 6.2721% of the Dominion total, or 1 dollar out of every 16, while the city of Vancouver accounts for 4.9555%, or 1 in every 20 dollars at retail. *This is a heavy concentration in one city.* Only one city in the U. S. A. (New York) has as high a percentage of the nation's sales.

In specific types of stores, family expenditures were as follows in 1948:

	Canada	British Columbia	Division 4
Food	$511	$468	$500
General Merchandise	299	329	389
Drug	56	54	58
Furniture-Household-Radio	74	81	93

Effective Buying Income

Income in British Columbia is roughly 11% ahead of the Dominion average on a per capita basis. In dollar total the gross income is third highest among the provinces, amounting to 9.4100% of the Dominion total.

Vancouver's per capita income of $1215 compares favorably with other large Canadian cities:

Montreal	$ 938
Toronto	1,352
Vancouver	1,215
Winnipeg	1,323
Hamilton	1,352
Ottawa	1,460

Sales-Advertising Controls

"% of Canada Potential" measures *quantity*. It is a *weighted* figure, developed after many years of research in the U. S. A., and because of the great similarity of market conditions in the two countries there seems to be good reason to believe that the weighting is applicable to Canada. There can be no purchases without *income,* and this factor receives the highest rating, 5 points out of a possible 10. Retail sales are given 3 points, and population 2.

British Columbia's potential is 9.4602; Division 4 has 5.6171; Vancouver 3.9374.

"Quality of Market Index" measures, as the name implies, *quality.* Par is the Dominion figure, 100. The index is derived by dividing "% of Canada Potential" by "% of Canada Population."

British Columbia's index is 112, which means that it is 12% better than average. Division 4 has an index of 120 and Vancouver 138.

To sum up some of the outstanding market facts that the figures reveal:

1.) British Columbia is a *big* market, representing about the same proportion of Canada's business as the state of New York represents in the U. S. A.

2.) More than half of the province's population, and more than 60% of the retail sales and income, are concentrated in Division 4.

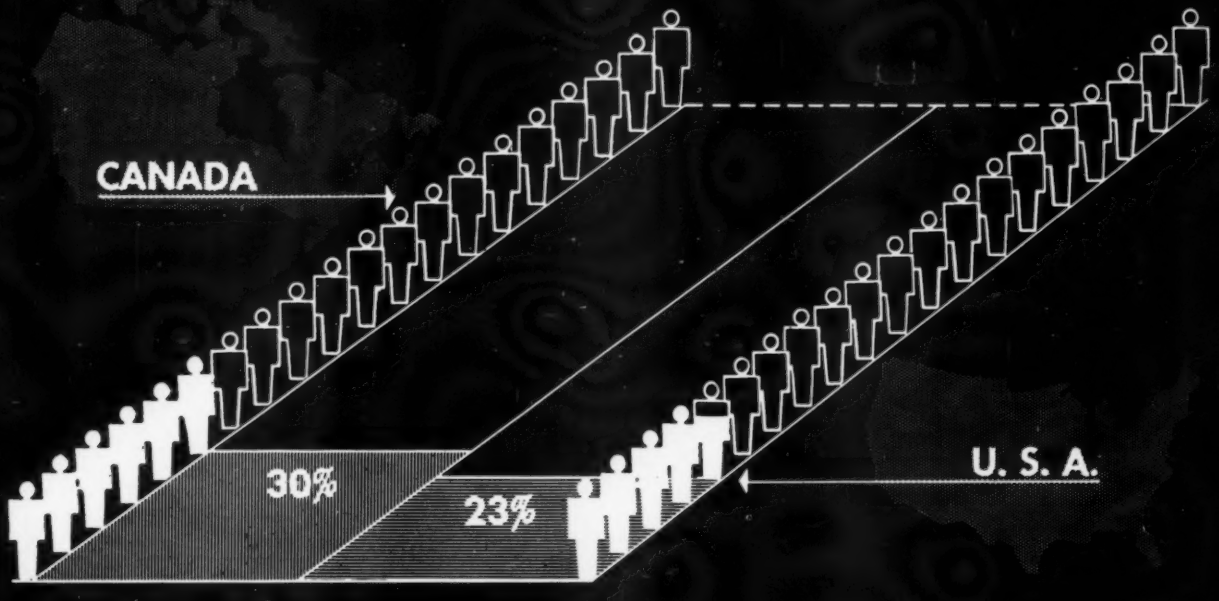
3.) Vancouver has 80% of Division 4's retail sales.

4.) The entire area studied is a *growing* market; the population growth since 1941 is nearly 3 times the Dominion average.

Sales Costs can be LOW in CANADA

Canada, despite its vast geographic size, has a far more concentrated population than the U. S. A., and this cuts the cost of sales and advertising.

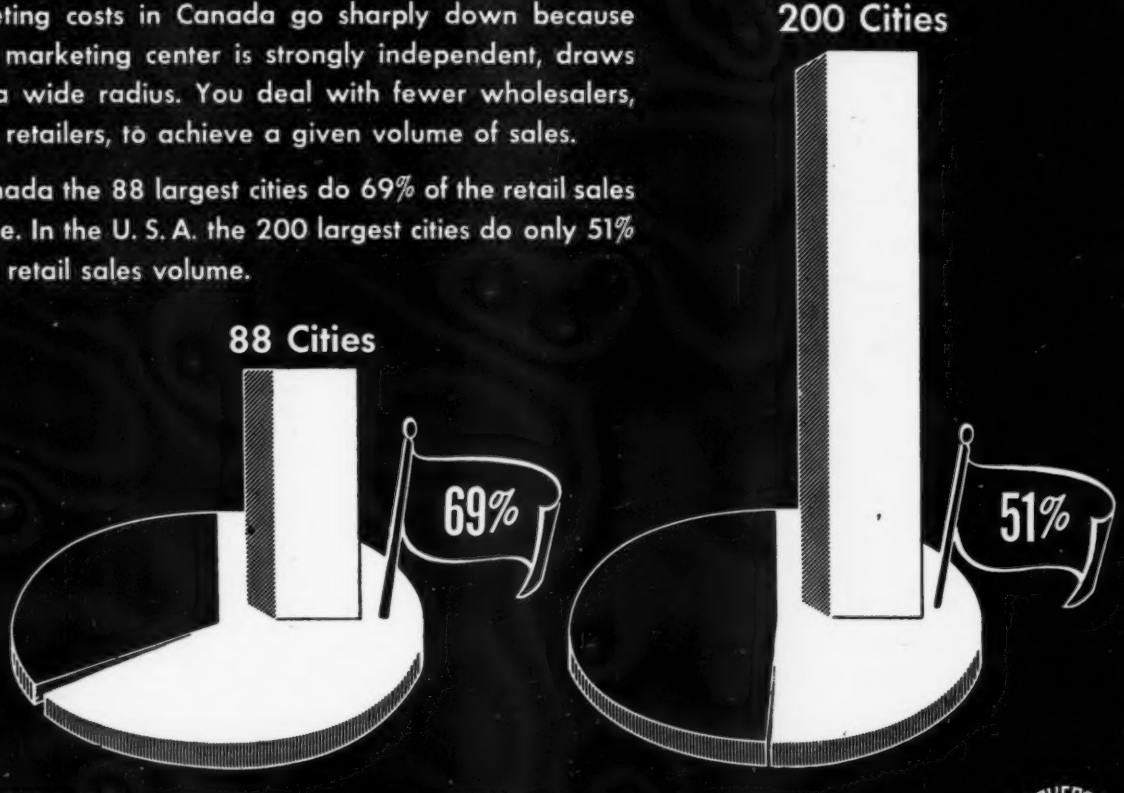
In Canada's 34 largest cities live 30% of the people. In the U. S. A's 34 largest cities live 23% of the people.



Fewer Cities, Greater Sales Concentration

Marketing costs in Canada go sharply down because every marketing center is strongly independent, draws from a wide radius. You deal with fewer wholesalers, fewer retailers, to achieve a given volume of sales.

In Canada the 88 largest cities do 69% of the retail sales volume. In the U. S. A. the 200 largest cities do only 51% of the retail sales volume.



PICTOGRAPH BY
Sales MANAGEMENT
5-10-48

Source: Research Department of
SALES MANAGEMENT

THE CHARTMAKERS INC. Art

Dominion of Canada

SUMMARY OF ALL PROVINCES

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION ESTIMATES SM 1/1/49				RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES				SALES ADVERTISING CONTROLS	
							FOUR STORE GROUPS (in thousands of dollars)				SM						
	Total (in thousands)	% of Canada	Families (in thousands)	French and Fr.-Eng. Speaking %	Dollars (in thousands)	% of Canada	Food	General Mdse.	Drug	Furn.-House-Radio	Volume Code	Gross Dollars (in thousands)	% of Canada	Per Capita	Per Family	% of Canada Potential	Quality of Market Index
Prince Edward Island	93.8	.7212	21.7	12	28,071	.3814	5,620	4,469	775	321	.....	48,213	.4017	514	2,222	.4595	64
Nova Scotia	641.1	4.9292	154.2	.....	329,400	4.4755	67,795	50,735	7,557	8,221	.....	504,405	4.2023	787	3,271	4.4296	90
New Brunswick	508.2	3.9074	113.8	35	185,843	2.5251	47,876	32,140	6,231	5,409	.....	313,518	2.6120	617	2,762	2.8450	73
Quebec	3,833.7	29.4762	815.3	82	1,701,106	23.1128	487,693	177,255	33,143	64,261	.....	3,034,358	25.2800	791	3,722	25.4691	86
Ontario	4,347.1	33.4235	1,179.7	.....	2,957,472	40.1831	670,477	376,796	84,592	112,594	.....	4,519,130	37.6501	1,040	3,831	37.5646	112
Manitoba	763.6	5.8711	203.7	.....	448,431	6.0928	71,994	125,007	12,501	7,153	.....	748,267	6.2340	980	3,673	6.1191	104
Saskatchewan	857.4	6.5923	226.2	.....	449,844	6.1121	68,502	46,661	9,798	5,583	.....	840,210	7.0000	980	3,714	6.6521	101
Alberta	858.8	6.6030	239.4	.....	509,124	6.9174	84,921	56,628	12,568	13,037	.....	865,410	7.2099	1,008	3,615	7.0008	106
British Columbia	1,102.4	8.4761	339.3	.....	750,707	10.1998	158,739	111,823	18,347	27,489	.....	1,129,482	9.4100	1,025	3,329	9.4602	112
Total All Provinces	13,006.1	100.000	3,293.0	.....	7,359,998	100.000	1,653,617	983,212	185,510	244,078	.....	12,002,993	100.000	923	3,645	100.0000	100

PRINCE EDWARD ISLAND

Kings	17.7	.1361	4.0	.....	3,224	.0438	578	173	47	31	.....	4,882	.0405	275	1,216	.0606	45
Prince	38.0	.2891	8.2	25	10,296	.1399	1,457	3,518	268	*	.....	16,076	.1339	459	1,960	.1627	60
Summerside	6.5	.0500	1.6	25	6,139	.0834	495	3,433	184	*	H	3,473	.0289	534	2,171	.0495	99
Queens	41.1	.3160	9.8	.....	14,551	.1977	3,585	778	460	*	.....	27,275	.2273	664	2,671	.2362	75
Charlottetown	16.5	.1268	3.8	.....	11,716	.1592	2,961	778	459	*	H	11,262	.0939	683	2,964	.1201	95
Total Above Cities	23.0	.1768	5.4	10	17,855	.2426	3,456	4,211	643	*	.....	14,735	.1228	641	2,729	.1696	96
Province Total	93.8	.7212	21.7	12	28,071	.3814	5,620	4,469	775	321	.....	48,213	.4017	514	2,222	.4595	64

NOVA SCOTIA

Annapolis	18.5	.1422	4.8	.....	4,579	.0622	969	479	158	181	.....	14,406	.1200	779	3,001	.1071	75
Antigonish	11.0	.0846	2.2	18	4,633	.0630	929	568	70	.....	.....	8,203	.0617	564	2,820	.0617	73
Cape Breton	121.9	.9373	27.4	.....	65,197	.8858	22,565	12,638	1,212	1,959	.....	109,192	.9097	896	3,985	.9080	97
Glace Bay	28.0	.2153	6.2	17	14,409	.1958	5,223	2,227	248	406	H	29,500	.2458	1,054	4,758	.2247	104
Sydney	32.3	.2483	7.4	.....	32,370	.4398	8,638	4,120	625	1,249	G	35,856	.2987	1,110	4,845	.3310	133
Colchester	34.1	.2622	8.3	.....	19,340	.2627	4,491	1,348	847	331	.....	26,759	.2229	785	3,224	.2427	93
Truro	12.6	.0969	3.2	.....	15,213	.2067	3,600	1,293	207	331	.....	12,241	.1020	972	3,825	.1324	137
Cumberland	43.0	.3306	11.1	.....	16,287	.2213	5,226	2,698	413	372	.....	32,529	.2710	756	2,931	.2680	81
Amherst	10.1	.0777	2.7	14	7,670	.1042	1,818	1,527	210	238	H	8,586	.0715	850	3,180	.0826	106
Digby	20.3	.1560	4.9	42	4,371	.0594	1,180	340	62	17	.....	14,011	.1168	690	2,859	.1074	69
Guysborough	16.2	.1246	3.9	.....	2,781	.0379	753	*	*	*	.....	9,980	.0831	616	2,559	.0778	62
Halifax	150.0	1.1533	38.4	.....	140,624	1.9025	30,091	25,148	3,234	3,892	.....	144,200	1.2013	961	3,962	1.4020	122
Dartmouth	17.8	.1368	4.6	.....	15,014	.2040	4,744	286	321	314	H	15,925	.1327	895	3,462	.1549	113
Halifax	97.7	.7512	23.6	.....	118,597	1.6114	22,414	24,736	2,766	3,578	E	108,694	.9056	1,113	4,606	1.0865	145
Hants	23.1	.1776	5.4	.....	6,449	.0877	1,991	499	162	138	.....	16,190	.1349	701	2,998	.1293	73
Inverness	21.5	.1653	4.5	22	3,444	.0468	1,072	*	*	.....	.....	10,093	.0841	469	2,243	.0892	54
Kings	31.7	.2438	7.8	.....	13,847	.1881	3,637	1,160	318	244	.....	21,749	.1812	688	2,788	.1958	80
Kentville	4.5	.0346	1.1	.....	7,951	.1080	1,540	856	157	*	.....	3,306	.0276	735	3,005	.0531	153
Lunenburg	34.5	.2652	9.1	.....	10,704	.1454	2,477	1,155	304	367	.....	25,673	.2139	744	2,821	.2038	77
Pictou	44.6	.3429	11.2	.....	20,007	.2719	7,285	2,373	607	823	.....	32,622	.2718	731	2,913	.2860	83
New Glasgow	11.7	.0900	3.1	.....	11,428	.1553	2,399	1,685	330	488	H	9,904	.0825	846	3,195	.1058	118
Queens	12.5	.0961	3.3	.....	4,056	.0551	1,054	413	209	*	.....	9,070	.0755	726	2,748	.0735	76
Richmond	11.4	.0877	2.8	54	1,403	.0191	388	*	.....	.....	.....	5,977	.0498	524	2,299	.0482	55
Shelburne	13.8	.1061	3.4	.....	2,810	.0381	916	91	*	*	.....	7,482	.0622	541	2,195	.0638	60
Victoria	8.4	.0646	1.9	.....	978	.0133	343	.....	.....	.....	.....	4,220	.0351	502	2,221	.0345	53
Yarmouth	24.8	.1891	6.0	36	8,478	.1152	2,440	1,366	226	219	.....	14,069	.1173	572	2,345	.1310	89
Yarmouth	8.7	.0669	2.0	19	5,933	.0806	1,574	*	*	*	H	6,512	.0542	749	3,256	.0647	97
Total Above Cities	223.4	1.7177	53.9	.....	228,585	3.1058	51,950	38,730	4,864	6,604	.....	230,524	1.8206	1,032	4,277	2.2357	130
Province Total	641.1	4.9292	154.2	.....	329,400	4.4755	67,795	50,735	7,557	8,221	.....	504,405	4.2023	787	3,271	4.4296	90

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*Withheld to avoid disclosure.

Before using these figures, see explanation page 590.

An index to all county and city data, by states and sections, appears on page 5.

NEW BRUNSWICK

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION ESTIMATES SM 1/1/49				RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES				SALES ADVERTISING CONTROLS	
							FOUR STORE GROUPS (In thousands of dollars)				SM						
	Total (In thousands)	% of Canada	Families (In thousands)	French and Fr.-Eng. Speaking %	Dollars (In thousands)	% of Canada	Food	General Mdse.	Drug	Furn.-House-Radio	Volume Code	Gross Dollars (In thousands)	% of Canada	Per Capita	Per Family	% of Canada Potential	Quality of Market Index
Albert	9.1	.0700	2.2	.....	1,522	.0207	417	.....	*	.....	.....	4,782	.0398	525	2,174	.0401	57
Carleton	23.4	.1799	5.7	.....	6,762	.0919	1,365	648	338	168	.....	10,648	.0888	455	1,868	.1080	60
Charlotte	24.8	.1907	6.3	.....	9,067	.1231	2,950	443	353	226	.....	11,851	.0987	478	1,881	.1244	65
Gloucester	54.1	.4159	10.4	87	8,756	.1190	1,941	1,294	*	103	.....	22,237	.1852	411	2,138	.2115	51
Kent	28.0	.2153	5.5	79	3,508	.0477	656	*	*	.....	.....	9,739	.0812	348	1,771	.0980	48
Kings	23.5	.1807	5.8	.....	5,887	.0800	1,720	937	162	.....	.....	11,746	.0978	500	2,025	.1090	60
Madawaska	30.5	.2345	6.0	95	7,354	.0999	2,254	685	210	*	.....	16,949	.1413	556	2,825	.1475	63
Northumberland	41.7	.3206	8.8	27	9,369	.1273	2,537	1,080	239	271	.....	18,413	.1367	394	1,865	.1707	53
Queens	14.0	.1077	3.3	.....	2,142	.0291	755	*	*	.....	.....	6,400	.0533	457	1,939	.0589	53
Restigouche	35.9	.2760	7.2	62	9,468	.1286	2,925	1,500	318	236	.....	22,752	.1892	632	3,153	.1884	68
Saint John	78.2	.6012	18.6	.....	49,319	.6701	15,294	5,527	2,592	2,207	.....	70,006	.5837	896	3,767	.6130	102
Saint John	57.5	.4421	14.0	.....	46,268	.6286	13,888	5,527	2,567	2,192	E	58,245	.4853	1,013	4,160	.5197	118
Sunbury	9.0	.0692	2.1	17	1,871	.0254	265	99	*	*	.....	3,972	.0331	441	1,891	.0380	55
Victoria	18.0	.1384	3.7	34	4,199	.0571	899	*	168	*	.....	7,367	.0613	409	1,991	.0755	55
Westmoreland	76.2	.5859	17.5	42	49,706	.6754	9,301	18,150	1,090	1,096	.....	68,581	.5712	900	3,918	.6054	103
Moncton	28.9	.2222	7.1	34	40,549	.5510	6,268	16,952	973	*	H	32,975	.2747	1,141	4,644	.3471	156
York	41.8	.3214	10.4	.....	16,913	.2298	4,597	1,277	561	861	.....	30,096	.2507	720	2,893	.2586	80
Fredericton	20.0	.1538	5.1	.....	12,829	.1743	3,677	1,238	527	*	H	17,900	.1491	895	3,510	.1576	102
Total Above Cities	106.4	.8181	26.2	13	99,648	1.3539	23,833	23,717	4,067	2,192	.....	109,120	.9091	1,026	4,165	1.0244	125
Province Total	508.2	3.9074	113.5	35	185,843	2.5251	47,876	32,140	6,231	5,409	.....	313,518	2.6120	617	2,762	2.8450	73

QUEBEC

Abitibi	74.9	.5758	14.3	83	22,067	.2998	6,132	1,400	514	614	.....	77,247	.6438	1,031	5,402	.5269	91
Argenteuil	25.1	.1930	5.4	67	7,606	.1034	1,985	609	86	*	.....	24,745	.2062	986	4,582	.1727	89
Arthabaska	33.2	.2552	6.5	93	8,685	.1180	2,083	408	66	467	.....	21,012	.1750	633	3,233	.1739	68
Bagot	19.6	.1507	4.2	93	3,220	.0438	731	209	21	30	.....	7,448	.0621	380	1,773	.0743	49
Beauce	53.2	.4091	10.1	93	9,360	.1271	1,600	288	63	357	.....	17,472	.1455	328	1,730	.1927	47
Beauharnois	34.9	.2683	7.4	88	15,960	.2169	5,243	2,078	308	590	.....	27,082	.2256	776	3,660	.2315	86
Valleyfield	20.4	.1568	4.5	89	13,402	.1821	3,825	1,800	*	*	.....	14,525	.1210	712	3,228	.1465	93
Bellechasse	26.3	.2022	4.8	94	2,943	.0400	689	15	.....	56	.....	5,839	.0487	222	1,216	.0788	38
Berthier	23.5	.1807	4.9	93	4,036	.0548	1,364	212	51	*	.....	11,679	.0973	497	2,383	.1012	56
Benaventure	43.5	.3345	8.3	78	5,267	.0716	949	.....	*	*	.....	12,414	.1034	285	1,496	.1401	42
Brome	13.8	.1061	3.4	48	2,468	.0335	769	*	*	25	.....	7,817	.0651	566	2,299	.0638	60
Chambly	36.0	.2768	8.3	69	12,117	.1646	4,868	131	503	43	.....	44,017	.3667	1,223	5,303	.2881	104
Champlain	75.3	.5789	14.8	93	16,448	.2235	5,860	956	132	405	.....	75,408	.6283	1,001	5,095	.4970	86
Charlevoix	28.4	.2184	5.1	93	6,477	.0880	2,529	760	41	112	.....	11,963	.0996	421	2,346	.1199	55
Chateauguay	16.0	.1230	3.5	78	4,206	.0572	1,101	19	*	*	.....	10,943	.0912	684	3,127	.0674	71
Chicoutimi	89.1	.6851	15.7	92	37,462	.5090	11,107	4,248	480	2,751	.....	81,081	.6755	910	5,164	.6275	92
Chicoutimi	18.5	.1423	3.4	93	13,752	.1869	3,254	1,022	262	889	H	16,539	.1378	894	4,864	.1534	108
Jonquiere	15.8	.1215	3.0	93	10,087	.1370	3,022	930	*	872	H	14,252	.1187	902	4,751	.1248	103
Compton	25.4	.1953	5.5	72	4,310	.0585	1,573	146	*	59	.....	15,819	.1318	623	2,878	.1225	63
Deux Montagnes	18.6	.1430	3.9	88	3,761	.0511	1,034	11	32	*	.....	11,954	.0996	643	3,065	.0937	66
Dorchester	33.1	.2545	5.9	93	4,361	.0593	783	37	7	37	.....	8,798	.0733	266	1,491	.1053	41
Drummond	42.2	.3244	8.8	90	13,753	.1868	3,961	814	311	860	.....	33,422	.2785	792	3,798	.2602	80
Drummondville	12.2	.0938	2.5	89	9,083	.1234	2,210	619	304	808	H	10,626	.0886	871	4,250	.1001	107
Frontenac	31.7	.2438	5.8	92	6,096	.0829	1,292	289	35	110	.....	10,347	.0862	326	1,784	.1167	48
Gaspe	61.1	.4697	11.7	83	9,548	.1297	1,492	97	*	*	.....	20,461	.1705	335	1,749	.2181	46
Hull	82.9	.6374	17.8	81	28,804	.3914	10,737	1,737	420	551	.....	56,455	.4703	681	3,172	.4801	75
Hull	40.3	.3098	8.8	90	20,884	.2838	7,517	598	385	489	H	32,522	.2709	807	3,696	.2826	91
Huntingdon	13.7	.1054	3.3	54	3,522	.0478	530	*	*	*	.....	8,551	.0712	624	2,591	.0710	67
Iberville	11.4	.0876	2.4	92	2,211	.0301	835	*	*	.....	.....	7,726	.0644	678	3,219	.0588	67
Joliette	38.9	.2991	7.7	93	13,543	.1840	3,490	679	*	332	.....	26,180	.2181	673	3,400	.2241	75
Joliette	17.0	.1307	3.4	93	10,220	.1389	2,313	661	*	332	H	15,470	.1289	910	4,550	.1323	101
Kamouraska	28.4	.2184	5.1	93	3,150	.0428	650	21	*	*	.....	9,426	.0785	332	1,848	.0958	44
Labelle	25.4	.1953	4.9	93	4,703	.0639	997	379	11	84	.....	8,919	.0743	351	1,820	.0954	49
Lac St. Jean	71.2	.5474	12.4	93	14,354	.1950	4,378	423	165	711	.....	41,658	.3471	585	3,360	.3415	62
La Prairie	15.2	.1169	3.1	78	2,436	.0331	660	324	*	.....	.....	12,874	.1072	847	4,153	.0869	74
L'Assomption	19.4	.1491	4.1	92	4,611	.0627	1,474	*	28	*	.....	12,553	.1046	647	3,062	.1009	68

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Before using these figures, see explanation page 590.

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The Gazette
MONTREAL
CANADA'S BEST NEWSPAPER

QUEBEC — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTIES CITIES	POPULATION ESTIMATES SM 1/1/49				RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES				SALES ADVERTISING CONTROLS	
							FOUR STORE GROUPS (in thousands of dollars)										
	Total (in thousands)	% of Canada	Families (in thousands)	French and Fr.-Eng. Speaking %	Dollars (in thousands)	% of Canada	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Gross Dollars (in thousands)	% of Canada	Per Capita	Per Family	% of Canada Potential	Quality of Market Index
Levis	42.1	.3237	7.9	93	10,332	.1403	4,238	465	193	574	.....	36,814	.3067	874	4,660	.2602	80
L'Islet	22.8	.1753	4.4	94	2,335	.0318	478	*	12	*	.....	7,403	.0617	325	1,683	.0755	43
Lotbiniere	29.5	.2268	5.6	93	3,160	.0429	634	* 9	.....	*	.....	9,183	.0765	311	1,640	.0985	43
Maskinonge	20.2	.1553	3.9	92	4,053	.0551	1,372	137	30	107	.....	10,254	.0854	508	2,629	.0903	58
Matane	61.3	.4714	11.0	93	10,750	.1460	2,687	523	69	258	.....	23,266	.1939	380	2,115	.2350	50
Megantic	44.8	.3429	8.6	90	10,084	.1368	2,708	1,056	137	582	.....	34,899	.2907	782	4,058	.2550	74
Missisquoi	23.8	.1830	5.3	74	8,055	.1094	2,609	263	161	385	.....	26,806	.2233	1,126	5,058	.1811	99
Montcalm	16.9	.1299	3.5	91	2,543	.0346	835	15	*	*	.....	6,805	.0567	403	1,944	.0647	50
Montmagny	24.4	.1876	4.8	93	3,675	.0499	1,045	390	58	159	.....	11,495	.0958	471	2,395	.1004	54
Montmorency	20.6	.1584	3.8	93	2,876	.0391	856	*	.....	20	.....	14,254	.1188	692	3,751	.1028	65
Montreal & Jesus Islands	1,360.6	10.4612	323.8	70	957,058	13.0034	278,461	122,664	22,196	35,480	.....	1,322,570	11.0187	972	4,085	11.5025	110
Montreal	1,125.7	8.6552	269.1	73	853,470	11.5960	233,554	119,282	18,712	32,297	A	1,055,485	8.7935	938	3,922	9.6066	111
Lachine	23.0	.1768	5.5	71	11,238	.1534	4,892	957	229	546	H	24,747	.2061	1,076	4,499	.1844	104
Outremont	35.4	.2722	8.8	58	10,390	.1412	6,297	211	649	*	H	50,639	.4219	1,430	5,754	.3078	113
Verdun	76.1	.5851	20.0	51	41,539	.5644	14,487	1,748	906	*	H	79,251	.6603	1,041	3,963	.6165	105
Westmount	28.9	.2222	6.8	37	13,845	1881	6,106	*	902	616	H	50,460	.4204	1,746	7,421	.3111	140
Napierville	9.2	.0708	2.0	93	1,991	.0270	342	*	*	*	.....	3,785	.0315	411	1,893	.0380	54
Nicolet	33.4	.2568	6.2	93	5,076	.0690	1,318	60	23	44	.....	8,738	.0728	262	1,409	.1085	42
Papineau	30.5	.2345	6.6	84	5,878	.0799	1,613	168	30	172	.....	18,989	.1582	623	2,877	.1500	64
Pontiac	21.9	.1684	4.6	41	3,185	.0432	612	*	*	*	.....	10,713	.0892	489	2,329	.0912	54
Portneuf	43.3	.3329	8.3	93	6,818	.0927	1,814	814	16	313	.....	28,968	.2414	669	3,490	.2151	65
Quebec	239.5	1.8414	46.8	92	143,078	1.9440	38,244	18,269	2,313	6,586	.....	209,024	1.7415	873	4,466	1.8221	99
Quebec	186.2	1.4317	37.3	92	135,760	1.8446	34,442	15,856	2,261	6,491	D	173,670	1.4469	933	4,656	1.5632	109
Richelieu	27.7	.2130	6.1	93	11,367	.1544	3,874	835	353	472	.....	25,017	.2084	903	4,101	.1931	91
Sorel	15.0	.1153	3.4	93	9,939	.1350	2,924	825	250	472	H	14,481	.1206	965	4,259	.1239	107
Richmond	30.4	.2338	6.5	83	9,482	.1288	2,984	739	79	375	.....	32,417	.2701	1,066	4,987	.2204	94
Rimouski	49.0	.3767	8.4	93	11,117	.1510	2,621	1,478	160	435	.....	24,138	.2011	493	2,874	.2212	59
Rouville	17.5	.1345	3.8	90	4,013	.0545	989	21	*	52	.....	11,678	.0972	667	3,073	.0919	68
Saguenay	32.6	.2507	6.4	73	6,856	.0932	756	685	*	11	.....	20,231	.1686	621	3,161	.1624	65
Shefford	38.4	.2952	8.3	57	12,079	.1641	3,822	755	203	539	.....	28,116	.2342	732	3,387	.2254	76
Granby	16.3	.1253	3.6	88	8,340	.1133	2,833	612	160	462	H	17,921	.1493	1,099	4,978	.1337	107
Sherbrooke	55.7	.4283	12.5	80	37,792	.5134	10,177	2,713	950	2,460	.....	47,624	.3968	855	3,810	.4361	102
Sherbrooke	46.0	.3537	10.4	83	35,983	.4889	8,955	2,713	877	*	G	40,902	.3399	887	3,923	.3874	110
Soulanges	10.3	.0792	2.3	91	2,414	.0328	519	.....	.....	12	.....	6,759	.0563	656	2,939	.0538	68
Stanstead	31.0	.2384	7.1	71	11,479	.1560	3,370	920	140	368	.....	34,302	.2858	1,107	4,831	.2374	100
St. Hyacinthe	38.2	.2783	7.6	93	15,508	.2107	3,914	1,299	415	1,105	.....	31,820	.2651	879	4,187	.2514	90
St. Hyacinthe	20.5	.1576	4.0	93	12,910	.1754	2,780	1,294	407	1,104	H	20,274	.1690	989	5,069	.1686	107

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THE EVENING CITIZEN

Ottawa's Family Newspaper

QUEBEC — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION ESTIMATES SM 1/1/49				RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES SM	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES				SALES ADVERTISING CONTROLS	
							FOUR STORE GROUPS (in thousands of dollars)										
	Total (in thousands)	% of Canada	Families (in thousands)	French and Fr.-Eng. Speaking %	Dollars (in thousands)	% of Canada	Food	General Mdse.	Drug	Furn.-House-Radio	Volume Code	Gross Dollars (in thousands)	% of Canada	Per Capita	Per Family	% of Canada Potential	Quality of Market Index
St. Jean	25.2	.1937	5.7	90	14,884	.2022	3,528	1,139	457	815	.....	25,015	.2084	993	4,389	.2036	105
St. Jean	17.1	.1315	3.8	91	13,753	.1869	3,305	1,139	456	*	H	18,409	.1533	1,077	4,844	.1590	121
St. Maurice	93.6	.7212	19.1	92	43,672	.5934	12,021	4,456	765	2,561	.....	80,199	.6682	855	4,199	.6564	91
Shawinigan Falls	26.5	.2038	5.7	91	12,615	.1714	3,291	925	243	1,119	H	25,175	.2098	950	4,417	.1971	97
Trois Rivieres	48.3	.3713	9.8	91	28,081	.3896	6,774	3,525	467	1,442	H	42,456	.3537	879	4,332	.3680	99
Temiskaming	46.2	.3553	9.1	77	20,026	.2721	6,439	997	349	405	.....	45,692	.3806	989	5,021	.3430	97
Rouyn	10.1	.0777	2.3	77	9,925	.1348	3,150	652	167	283	H	10,393	.0866	1,029	4,519	.0993	128
Temiscouata	63.8	.4905	11.3	93	12,320	.1674	2,460	721	70	462	.....	26,667	.2222	418	2,360	.2594	53
Terrebonne	51.9	.3990	10.9	90	17,196	.2336	6,431	748	278	615	.....	48,279	.4022	930	4,429	.3510	88
Vaudreuil	14.8	.1123	3.1	86	3,233	.0440	796	*	*	*	.....	12,644	.1053	866	4,079	.0883	79
Vercheres	15.7	.1207	3.3	91	3,769	.0512	1,035	325	11	14	.....	11,127	.0927	709	3,372	.0859	71
Wolfe	19.4	.1492	3.8	91	2,745	.0373	615	72	.....	*	.....	8,679	.0723	447	2,284	.0772	52
Yamaska	18.3	.1407	3.8	93	2,760	.0375	582	29	1	52	.....	8,678	.0723	474	2,284	.0755	54
Total Above Cities	1,799.3	13.8343	416.1	76	1,275,866	17.3351	355,931	155,369	27,637	48,222	.....	1,728,097	14.3972	960	4,153	15.1663	110
Province Total	3,833.7	29.4762	815.3	82	1,701,106	23.1128	487,693	177,255	33,143	64,261	.....	3,034,358	25.2800	791	3,722	25.4891	86

ONTARIO

Algoma	59.7	.4590	14.9	12	34,328	.4664	9,590	2,604	853	997	.....	58,116	.4842	973	3,900	.4738	103
Sault Ste. Marie	29.7	.2284	8.0	.....	28,338	.3850	8,370	2,229	702	950	H	35,880	.2989	1,208	4,485	.3106	136
Brant	62.9	.4836	17.9	.....	43,701	.5937	10,911	3,320	925	2,250	.....	62,145	.5177	988	3,472	.5337	110
Brantford	36.7	.2821	10.6	.....	37,281	.5065	9,218	2,928	54	2,073	H	40,076	.3339	1,092	3,781	.3753	133
Bruce	47.4	.3645	12.8	.....	17,023	.2312	3,657	804	376	567	.....	17,909	.1493	378	1,399	.2169	60
Carleton	228.8	1.7592	57.8	32	187,164	2.5430	41,340	28,502	4,218	5,942	.....	324,583	2.7038	1,418	5,615	2.4665	140
Ottawa	177.8	1.3671	45.2	33	174,108	2.3656	37,668	28,304	401	5,940	E	259,631	2.1631	1,460	5,744	2.0647	151

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ONTARIO — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION ESTIMATES SM 1/1/49				RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES				SALES ADVERTISING CONTROLS	
							FOUR STORE GROUPS (In thousands of dollars)										
	Total (In thousands)	% of Canada	Families (In thousands)	French and Fr.-Eng. Speaking %	Dollars (In thousands)	% of Canada	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Gross Dollars (In thousands)	% of Canada	Per Capita	Per Family	% of Canada Potential	Quality of Market Index
Cochrane	92.6	.7119	21.4	40	55,535	.7546	18,071	4,218	1,657	1,206		100,193	.8347	1,082	4,682	.7861	110
Timmins	33.0	.2537	8.5	36	41,327	.5615	9,753	1,890	832	1,031	H	46,002	.3832	1,394	5,412	.4108	162
Dufferin	16.0	.1230	4.5		5,931	.0806	1,283	276	152	80		7,223	.0602	451	1,605	.0789	64
Dundas	18.4	.1415	5.0		7,952	.1081	1,015	188	91	198		11,248	.0936	611	2,249	.1075	78
Durham	28.6	.2199	8.1		11,351	.1542	2,598	506	323	108		17,571	.1464	614	2,169	.1634	74
Elgin	53.0	.4075	12.5		30,626	.4161	7,491	1,538	776	1,214		34,119	.2842	644	2,730	.3484	85
St. Thomas	19.6	.1507	6.0		19,893	.2703	5,085	1,276	505	1,030	H	26,812	.2234	1,368	4,469	.2229	148
Essex	200.4	1.5406	55.0	17	142,347	1.9341	35,336	11,871	4,531	9,458		229,258	1.9100	1,144	4,168	1.8433	120
Windsor	120.8	.9288	33.7	13	114,578	1.5568	28,238	10,000	4,151	8,434	F	160,785	1.3396	1,331	4,771	1.3226	142
Frontenac	61.6	.4737	15.7		40,884	.5554	9,270	3,246	1,408	1,170		61,251	.5103	994	3,901	.5165	109
Kingston	34.6	.2660	9.2		37,018	.5030	8,827	3,246	1,326	1,121	H	38,129	.3176	1,102	4,144	.3629	136
Glengarry	21.3	.1637	5.1	48	5,301	.0720	1,001	361	39	16		5,537	.0462	260	1,086	.0774	47
Grenville	16.2	.1400	5.1		7,009	.0953	1,436	265	143	174		10,544	.0878	579	2,067	.1005	72
Grey	68.7	.5282	14.8		30,435	.4136	7,475	2,234	819	848		52,869	.4405	770	3,572	.4500	88
Owen Sound	18.5	.1423	5.3		15,080	.2049	4,189	1,380	456	562	H	21,354	.1779	1,154	4,029	.1789	126
Haldimand	7.8	.0584	2.0		1,817	.0247	238	*	*	436		5,392	.0449	709	2,696	.0415	71
Haliburton	24.8	.1907	7.1		11,429	.1552	2,232	713	411	*		13,576	.1131	547	1,912	.1413	74
Halton	32.4	.2491	9.1		14,562	.1979	4,148	735	456	284		29,944	.2495	924	3,291	.2339	94
Hastings	75.0	.5767	20.0		44,629	.6064	9,438	2,500	1,293	1,677		70,269	.5854	937	3,513	.5900	102
Belleville	23.0	.1768	6.4		23,402	.3179	4,941	1,810	514	994	H	27,511	.2292	1,196	4,299	.2453	139
Trenton	9.6	.0738	2.8		9,630	.1309	2,260	419	422	494		7,232	.0603	753	2,583	.0842	114
Huron	49.8	.3813	13.9		18,960	.2578	3,398	916	433	657		22,194	.1849	447	1,597	.2461	65
Kenora	37.9	.2914	9.5		14,908	.2026	3,736	658	437	443		42,604	.3550	1,124	4,485	.2966	102
Kent	73.8	.5674	20.6		53,269	.7238	10,139	3,564	1,180	1,693		68,986	.5747	935	3,349	.6180	109
Chatham	20.5	.1576	5.8		30,181	.4101	5,186	2,689	724	1,324	H	26,940	.2244	1,314	4,645	.2668	169
Lambton	73.0	.5613	20.5		34,294	.4659	8,391	2,114	908	1,718		47,117	.3926	645	2,298	.4483	80
Sarnia	25.0	.1923	7.1		20,043	.2723	5,289	1,733	525	1,406	H	27,811	.2317	1,112	3,917	.2360	123
Lanark	37.6	.2891	10.1		15,720	.2136	4,211	1,363	484	539		27,151	.2262	722	2,688	.2350	81
Leeds	41.3	.3178	10.9		24,448	.3322	6,026	1,711	777	893		25,111	.2092	608	2,304	.2678	84
Brockville	13.1	.1007	3.6		13,801	.1875	3,388	1,285	430	512	H	13,170	.1097	1,005	3,658	.1312	130
Lenox & Addington	21.0	.1614	5.9		7,229	.0982	1,199	.....	.....	.....		7,413	.0618	353	1,256	.0926	57
Lincoln	75.2	.5782	21.8		57,343	.7791	14,086	4,805	1,626	3,361		83,898	.6973	1,113	3,893	.6960	121
St. Catharines	36.6	.2814	10.6		44,537	.6051	9,056	4,481	1,310	3,307	H	46,445	.3869	1,269	4,382	.4313	153
Manitoulin	12.3	.0946	3.1		3,272	.0445	865	129	103	19		3,563	.0296	290	1,149	.0471	50
Middlesex	145.9	1.1218	41.0		102,792	1.3968	24,416	8,089	2,623	5,376		163,195	1.3597	1,119	3,980	1.3231	118
London	91.4	.7027	25.8		87,875	1.1939	20,697	7,698	2,370	5,123	F	116,901	.9740	1,279	4,531	.9857	140
Muskoka	24.8	.1906	6.3		12,685	.1721	2,978	1,444	373	31		16,511	.1376	666	2,621	.1586	83
Nipissing	49.1	.3776	11.1	47	23,652	.3214	6,391	2,222	482	651		35,576	.2964	725	3,205	.3201	85
North Bay	18.0	.1384	4.6	23	16,919	.2299	4,321	1,493	463	588	H	21,953	.1829	1,220	4,772	.1881	136
Norfolk	40.9	.3144	11.3		18,881	.2565	4,521	968	713	616		29,619	.2467	724	2,621	.2632	84
Simcoe	7.3	.0562	2.1		10,049	.1366	2,329	602	475	369	G	8,511	.0709	1,166	4,053	.0877	156
Northumberland	35.1	.2699	9.7		11,915	.1619	2,804	848	255	287		15,845	.1303	448	1,613	.1677	62
Ontario	75.4	.5797	20.6		49,206	.6686	11,699	3,136	1,219	1,585		70,574	.5879	936	3,429	.6105	105
Oshawa	30.7	.2360	8.8		32,244	.4381	8,090	2,837	853	1,532	H	38,958	.3245	1,269	4,427	.3409	144
Oxford	58.5	.4498	16.1		37,630	.5031	7,558	2,660	632	1,300		40,679	.3389	695	2,527	.4103	91
Woodstock	14.3	.1099	4.1		14,505	.1970	3,413	1,443	312	451		18,149	.1512	1,269	4,427	.1567	143
Parry Sound	34.6	.2660	8.5		16,024	.2177	3,937	1,219	211	314		31,923	.2660	923	3,756	.2515	95
Parry Sound	6.6	.0508	1.8	10	9,138	.1242	2,517	.....	.....	*		8,421	.0702	1,276	4,678	.0825	162
Peel County	35.8	.2753	9.9		15,258	.2074	3,895	675	379	149		38,149	.3178	1,066	3,853	.2762	100
Perth	57.0	.4383	16.1		31,868	.4302	6,543	2,066	667	1,163		50,612	.4217	888	3,144	.4276	98
Stratford	19.5	.1499	5.6		17,067	.2319	3,559	1,656	419	722	H	23,511	.1959	1,206	4,198	.1975	132
Peterborough	54.4	.4182	14.7		35,892	.4849	8,545	3,173	827	1,694		50,090	.4173	921	3,407	.4378	105
Peterborough	34.9	.2684	9.7		30,675	.4168	7,196	3,101	75	*	H	38,659	.3221	1,108	3,985	.3398	127
Prescott	28.7	.2207	6.5	82	7,409	.1007	1,654	431	72	268		10,208	.0851	356	1,570	.1169	53
Prince Edward	19.0	.1461	5.4		7,411	.1007	1,577	576	227	120		13,897	.1157	731	2,574	.1173	80
Rainy River	21.7	.1668	5.4		8,429	.1145	2,100	429	167	151		14,079	.1173	649	2,607	.1264	76
Renfrew	62.9	.4836	15.5		28,155	.3554	6,131	2,294	628	598		31,965	.2663	508	2,062	.3385	70
Pembroke	12.8	.0984	3.3	18	10,766	.1463	2,501	1,375	310	378	H	10,590	.0882	827	3,209	.1077	109
Russell	19.9	.1530	4.4	78	4,401	.0598	816	100	*	*		7,878	.0657	396	1,790	.0814	53
Simcoe	99.6	.7658	26.5		57,891	.7865	14,330	3,310	1,996	1,726		61,211	.5100	615	2,310	.6441	84
Barrie	12.5	.0961	3.6		15,573	.2116	3,179	893	610	424	H	13,719	.1143	1,098	3,811	.1399	146
Orillia	11.4	.0876	3.1		13,346	.1813	3,123	745	381	578	H	12,807	.1067	1,123	4,131	.1253	143
Stormont	47.0	.3614	11.6	38	23,051	.3132	6,501	1,113	510	1,061		38,705	.3224	824	3,337	.3274	91
Cornwall	17.1	.1315	4.3	33	15,994	.2173	3,868	984	430	*	H	17,523	.1460	1,025	4,075	.1645	125

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ONTARIO— (Continued)

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COUNTIES CITIES	POPULATION ESTIMATES SM 1/1/49				RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES				SALES ADVERTISING CONTROLS	
							FOUR STORE GROUPS (in thousands of dollars)										
	Total (in thousands)	% of Canada	Families (in thousands)	French and Fr.-Eng. Speaking %	Dollars (in thousands)	% of Canada	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Gross Dollars (in thousands)	% of Canada	Per Capita	Per Family	% of Canada Potential	Quality of Market Index
Sudbury	92.7	.7127	22.7	38	60,369	.8202	14,001	5,584	1,351	2,061		100,869	.8404	1,088	4,444	.8088	113
Sudbury	41.2	.3168	10.8	33	42,929	.5832	9,683	3,994	77	2,031	G	53,148	.4428	1,290	4,921	.4597	145
Thunder Bay	98.1	.7543	24.5		73,129	.9936	15,855	10,417	1,640	989		107,125	.8925	1,092	4,372	.8952	119
Fort William	35.1	.2699	8.9		32,151	.4369	8,335	4,413	659	802	G	40,154	.3345	1,144	4,512	.3523	131
Port Arthur	30.4	.2337	8.2		28,049	.3811	4,862	4,240	666	*	H	34,139	.2844	1,123	4,163	.3033	130
Timiskaming	57.5	.4421	14.3	21	30,220	.4106	9,505	2,243	869	885		71,283	.5939	1,240	4,985	.5066	115
Victoria	29.8	.2291	8.2		14,233	.1934	3,691	1,111	262	278		15,695	.1307	527	1,914	.1692	74
Lindsay	9.8	.0753	2.8		10,169	.1382	2,569	1,019	150	*	H	10,062	.0838	1,027	3,594	.0984	131
Waterloo	113.3	.8712	31.3		77,060	1.0473	18,945	6,199	1,621	3,934		123,724	1.0308	1,092	3,953	1.0038	115
Galt	18.0	.1384	5.4		17,129	.2327	4,809	1,283	379	884	H	20,970	.1748	1,165	3,883	.1849	134
Kitchener	40.9	.3145	11.5		38,339	.5209	8,682	4,240	738	2,547	G	47,199	.3932	1,154	4,104	.4158	132
Welland	108.7	.8357	30.2		83,912	1.1401	22,056	5,209	3,043	4,460		124,353	1.0360	1,144	4,118	1.0272	123
Niagara Falls	23.7	.1822	6.9		31,018	.4214	6,967	2,481	91	1,873	H	30,075	.2505	1,269	4,359	.2881	158
Welland	16.0	.1231	4.5	11	21,349	.2901	4,451	1,301	40	1,072	H	18,976	.1581	1,186	4,217	.1907	155
Wellington	68.3	.5252	18.3		39,821	.5411	9,727	2,129	1,054	1,610		53,581	.4464	784	2,928	.4906	93
Guelph	26.7	.2052	7.4		23,775	.3230	6,321	1,482	622	1,240	H	34,903	.2908	1,307	4,717	.2833	138
Wentworth	237.3	1.8245	68.0		197,273	2.6804	42,087	23,604	6,188	9,694		303,777	2.5308	1,280	4,467	2.4344	133
Hamilton	190.8	1.4670	55.4		182,720	2.4826	38,536	23,347	6,013	9,649	E	258,026	2.1497	1,352	4,658	2.1130	144
York	1,092.0	8.3960	316.8		970,418	13.1850	199,635	208,376	32,144	35,425		1,458,680	12.1527	1,336	4,604	11.7111	139
Toronto	766.0	5.8896	219.9		867,409	11.7855	156,852	206,602	27,910	33,994	B	1,035,800	8.6295	1,352	4,710	9.0283	153
New Toronto	10.9	.0838	2.7		9,139	.1242	3,386	372	379	171		14,628	.1219	1,342	5,418	.1150	137
Total Above Cities	2,084.5	16.0271	584.0		2,187,544	29.7221	461,714	341,361	56,774	93,606		2,705,560	22.5407	1,298	4,633	23.3926	146
Province Total	4,347.1	33.4235	1,179.7		2,957,472	40.1831	670,477	378,796	84,592	112,594		4,519,130	37.6501	1,040	3,831	37.5646	112

MANITOBA

Division 1	29.1	.2237	6.3	23	4,037	.0549	718	*	*	*		12,690	.1057	436	2,014	.1141	51
Division 2	43.2	.3322	9.9	15	10,298	.1399	1,121	29	216	24		21,007	.1750	486	2,122	.1959	59
Division 3	25.7	.1976	6.5	28	6,714	.0912	876	*	185	5		16,764	.1397	652	2,579	.1367	99
Division 4	16.3	.1253	4.4		5,863	.0797	1,020	*	*	*		12,506	.1042	767	2,842	.1011	81
Division 5	50.5	.3883	13.8		9,237	.1255	3,081	445	178	50		55,016	.4583	1,089	3,987	.3445	89
Division 6	309.9	2.3827	89.7		322,437	4.3808	47,500	119,737	9,010	6,035		394,813	3.2893	1,274	4,401	3.4354	144
Winnipeg	234.5	1.8030	73.9		300,651	4.0849	39,387	119,147	8,328	5,857	C	310,244	2.5847	1,323	4,198	2.8784	160
Division 7	39.2	.3014	10.3		24,814	.3371	4,148	2,321	689	463		41,114	.3425	1,049	3,992	.3327	110
Brandon	19.0	.1461	4.9		19,793	.2690	3,235	*	500	462	H	22,613	.1884	1,190	4,615	.2041	140
Division 8	16.6	.1430	4.9		6,474	.0880	1,301	*	282	*		18,830	.1569	1,012	3,843	.1335	93
Division 9	49.2	.3783	13.3		11,674	.1586	4,651	130	603	112		54,111	.4509	1,100	4,068	.3486	92
Division 10	20.4	.1569	5.2		5,445	.0740	642	290	131	40		13,846	.1153	679	2,663	.1112	71
Division 11	27.8	.2137	7.2		7,555	.1026	1,359	*	260	12		19,552	.1629	703	2,716	.1550	73
Division 12	26.4	.2030	8.5	10	4,348	.0591	469	*	46	*		12,688	.1057	481	1,952	.1112	55
Division 13	27.2	.2091	8.7	12	9,229	.1254	1,157	914	189	46		13,368	.1114	491	2,345	.1351	65
Division 14	27.7	.2130	7.9		5,192	.0706	795	*	157	*		14,025	.1168	506	2,004	.1222	57
Division 15	12.8	.0999	3.1		2,792	.0379	506	*	104	*		6,930	.0578	550	2,235	.0597	62
Division 16	39.8	.3060	9.9		12,322	.1674	2,650	941	351	159		41,009	.3416	1,030	4,142	.2822	92
Total Above Cities	253.5	1.9491	78.8		320,444	4.3539	42,622	119,147	8,828	6,319		332,857	2.7731	1,313	4,224	3.0825	158
Province Total	763.6	5.8711	203.7		448,431	6.0928	71,994	125,007	12,501	7,153		748,267	6.2340	980	3,673	6.1191	104

SASKATCHEWAN

Division 1	31.6	.2430	8.7	10	12,949	.1759	2,127	*	319	*		26,984	.2248	854	3,102	.2138	88
Division 2	33.4	.2568	8.4		13,815	.1877	1,979	501	280	22		31,441	.2620	941	3,743	.2387	93
Division 3	35.7	.2745	9.2	20	14,439	.1962	1,805	50	197	52		39,758	.3312	1,114	4,321	.2794	102
Division 4	20.5	.1576	5.4	10	11,536	.1570	1,041	*	239	*		19,575	.1631	955	3,625	.1602	102
Division 5	47.2	.3629	12.4		17,393	.2364	2,373	844	355	80		32,881	.2739	697	2,652	.2805	77
Division 6	110.6	.8503	30.9		110,228	1.4977	16,175	26,857	1,929	1,431		135,485	1.1287	1,225	4,385	1.1838	139
Regina	66.0	.5075	19.5		96,257	1.3078	13,944	26,857	1,631	1,390	E	89,892	.7489	1,362	4,610	.8683	171
Division 7	55.3	.4252	15.5		33,085	.4495	6,062	3,184	628	631		66,139	.5510	1,196	4,267	.4954	117
Moose Jaw	25.0	.1922	7.4		25,752	.3499	5,110	3,184	497	*	H	33,350	.2779	1,334	4,507	.2824	147
Division 8	42.0	.3230	11.1		25,943	.3525	2,948	1,698	499	330		44,686	.3723	1,064	4,026	.3565	110
Swift Current	6.4	.0492	1.8		9,786	.1330	1,149	1,696	231	*	H	6,521	.0543	1,019	3,623	.0769	156
Division 9	57.5	.4421	15.1		20,064	.2726	3,194	1,077	380	202		40,861	.3404	711	2,706	.3404	77
Division 10	39.9	.3067	10.1		10,491	.1425	1,682	*	222	*		31,408	.2617	787	3,110	.2349	77

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Before using these figures, see explanation page 590.

SASKATCHEWAN — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION ESTIMATES SM 1/1/49				RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES				SALES ADVERTISING CONTROLS	
							FOUR STORE GROUPS (in thousands of dollars)										
	Total (in thousands)	% of Canada	Families (in thousands)	French and Fr.-Eng. Speaking %	Dollars (in thousands)	% of Canada	Food	General Mdse.	Drug	Furn.-House-Radio	SM Volume Code	Gross Dollars (in thousands)	% of Canada	Per Capita	Per Family	% of Canada Potential	Quality of Market Index
Division 11	80.0	.6151	22.5	.....	67,697	.9198	12,724	8,571	2,221	1,679	.....	98,000	.8165	1,225	4,356	.8071	131
Saskatoon	50 0	.3844	15.0	.....	53,761	.7305	10,529	8,539	1,920	1,664	F	66,150	.5511	1,323	4,410	.5716	149
Division 12	32.1	.2468	6.8	.....	14,781	.2008	2,291	192	330	49	.....	39,389	.3281	1,227	4,476	.2737	111
Division 13	33.6	.2584	8.6	.....	14,957	.2033	2,228	.....	277	34	.....	38,079	.3173	1,133	4,428	.2713	105
Division 14	60.2	.4628	15.2	.....	21,785	.2960	2,698	897	512	102	.....	39,825	.3318	662	2,620	.3473	75
Division 15	87.8	.6751	21.4	15	31,449	.4273	5,005	1,507	711	655	.....	90,346	.7527	1,029	4,222	.6395	95
Prince Albert	16.0	.1230	4.4	.....	14,297	.1942	2,831	1,441	400	626	H	18,816	.1568	1,176	4,276	.1613	131
Division 16	49.1	.3775	12.3	15	16,802	.2282	2,778	783	384	261	.....	35,624	.2968	726	2,896	.2924	77
Division 17	30.7	.2361	8.0	14	10,014	.1361	1,209	.....	295	*	.....	20,526	.1710	669	2,566	.1736	74
Division 18	10.2	.0784	2.6	42	2,396	.0326	183	*	*	.....	.....	9,207	.0767	903	3,541	.0638	81
Total Above Cities	163.4	1.2563	48.1	.....	199,853	2.7154	33,563	41,717	4,679	3,680	.....	214,729	1.7890	1,314	4,464	1.9805	158
Province Total	857.4	6.5923	228.2	.....	449,844	6.1121	68,502	46,661	9,798	5,593	.....	840,210	7.0000	980	3,714	6.6521	101

ALBERTA

Division 1	32.1	.2468	9.3	.....	21,053	.2860	4,143	1,068	515	545	.....	35,597	.2933	1,103	3,824	.2333	115
Medicine Hat	13.5	.1038	4.2	.....	15,073	.2048	2,891	1,062	371	*	H	16,727	.1394	1,239	3,983	.1519	146
Division 2	61.3	.4713	17.4	.....	47,495	.6454	9,002	3,226	1,206	1,029	.....	71,135	.5927	1,160	4,038	.5842	124
Lethbridge	18.0	.1384	5.6	.....	24,239	.3293	3,933	2,688	547	878	G	20,614	.1717	1,145	3,681	.2123	153
Division 3	15.9	.1223	4.2	.....	6,000	.0816	790	*	158	*	.....	12,943	.1079	814	3,033	.1029	84
Division 4	30.2	.2322	8.9	.....	13,189	.1792	2,950	140	448	55	.....	34,432	.2868	1,140	3,869	.2438	105
Division 5	19.4	.1491	5.3	.....	7,094	.0964	1,246	*	138	7	.....	16,299	.1358	840	3,075	.1288	85
Division 6	162.9	1.2525	49.5	.....	158,863	2.1584	30,149	21,559	3,603	6,000	.....	210,201	1.7513	1,290	4,247	1.7736	142
Calgary	106.0	.8150	34.1	.....	125,603	1.7066	24,626	1,482	2,615	5,512	E	144,920	1.2074	1,367	4,250	1.2787	157
Division 7	34.1	.2621	9.4	.....	13,115	.1782	2,493	*	433	*	.....	25,288	.2107	742	2,690	.2112	81
Division 8	74.2	.5705	20.0	.....	41,614	.5654	5,878	2,334	1,448	397	.....	56,095	.4673	756	2,805	.5174	91
Red Deer	5.3	.0407	1.6	.....	9,391	.1276	916	1,074	465	137	E	5,072	.0422	957	3,170	.0675	166
Division 9	33.1	.2545	9.2	.....	10,364	.1408	1,095	.....	432	12	.....	31,333	.2610	947	3,406	.2238	88
Division 10	60.4	.4644	15.6	.....	17,452	.2371	2,412	78	433	197	.....	50,970	.4247	844	3,267	.3764	81
Division 11	175.1	1.3463	50.4	.....	132,806	1.8044	21,036	27,324	2,991	4,472	.....	213,447	1.7782	1,219	4,235	1.6997	126
Edmonton	127.5	.9804	38.8	.....	120,054	1.6312	19,615	27,324	2,701	4,436	.....	167,025	1.3915	1,310	4,305	1.3812	141
Division 12	17.8	.1369	4.6	.....	5,400	.0734	699	497	83	*	.....	15,527	.1293	872	3,375	.1141	83
Division 13	34.0	.2614	8.4	22	6,656	.0904	544	*	*	13	.....	22,787	.1899	670	2,713	.1744	67
Division 14	49.3	.3790	12.6	11	11,409	.1550	981	*	251	73	.....	35,187	.2931	714	2,793	.2689	71
Division 15	17.9	.1378	4.4	23	4,487	.0610	326	*	117	62	.....	10,627	.0886	594	2,415	.0901	65
Division 16	31.2	.2399	7.9	.....	10,272	.1396	1,158	*	210	108	.....	20,039	.1669	642	2,537	.1733	72
Division 17	9.9	.0762	2.3	11	1,847	.0251	21	*	*	.....	.....	3,520	.0294	356	1,530	.0375	49
Total Above Cities	270.3	2.0783	84.3	.....	294,360	3.9995	51,981	33,630	6,699	10,963	.....	354,358	2.9522	1,311	4,204	3.0916	149
Province Total	858.8	6.6030	239.4	.....	509,124	6.9174	84,921	56,626	12,566	13,037	.....	865,410	7.2099	1,008	3,615	7.0008	106

BRITISH COLUMBIA

Division 1	28.2	.2168	8.3	.....	14,279	.1940	3,422	2,441	359	171	.....	29,173	.2430	1,035	3,515	.2231	103
Division 2	67.9	.5182	20.8	.....	36,007	.4893	8,715	4,528	740	1,489	.....	85,509	.7124	1,276	4,111	.6060	118
Nelson	9.6	.0738	3.1	.....	10,151	.1379	1,876	895	259	690	H	13,606	.1134	1,417	4,389	.1128	153
Trail	14.0	.1077	4.4	.....	13,859	.1883	3,102	2,787	198	561	.....	21,508	.1791	1,536	4,888	.1676	156
Division 3	68.2	.5244	20.2	.....	30,951	.4205	7,742	1,598	978	920	.....	46,381	.3865	680	2,295	.4243	81
Division 4	610.9	4.6971	194.7	.....	461,630	6.2721	97,550	75,876	11,317	18,083	.....	671,219	5.5921	1,099	3,447	5.6171	120
Vancouver	371.3	2.8548	120.4	.....	364,728	4.9555	68,962	73,575	8,788	14,622	C	451,252	3.7595	1,215	3,748	3.9374	138
New Westminster	34.5	.2652	10.5	.....	32,637	.4435	8,527	1,123	712	2,029	H	39,951	.3328	1,158	3,805	.3525	133
Division 5	200.0	1.5377	62.9	.....	151,593	2.0597	31,458	20,602	3,751	5,412	.....	204,000	1.6996	1,020	3,243	1.7752	115
Nanaimo	9.1	.0700	3.0	.....	14,405	.1957	2,486	2,175	246	656	H	8,954	.0746	984	2,985	.1100	157
Victoria	60.2	.4629	18.8	.....	90,495	1.2295	14,864	17,135	2,429	3,874	G	63,511	.5291	1,055	3,378	.7260	157
Division 6	40.6	.3122	11.3	.....	16,797	.2282	3,038	2,372	352	288	.....	29,142	.2427	718	2,579	.2523	81
Division 7	19.0	.1460	5.3	.....	5,781	.0786	808	1,216	153	*	.....	19,001	.1583	1,000	3,585	.1319	90
Division 8	33.3	.2561	7.0	.....	12,597	.1711	2,478	*	353	*	.....	22,856	.1905	686	3,265	.1978	77
Division 9	24.0	.1845	5.9	.....	17,149	.2330	3,320	2,590	304	678	.....	18,363	.1530	765	3,112	.1833	99
Prince Rupert	9.1	.0699	2.8	.....	9,800	.1332	2,655	*	*	*	H	9,769	.0814	1,074	3,489	.0946	135
Division 10	11.2	.0861	2.9	.....	3,923	.0533	208	*	*	18	.....	3,838	.0319	343	1,323	.0492	57
Total Above Cities	507.8	3.9043	163.0	.....	536,075	7.2836	102,472	97,680	12,632	22,432	.....	608,551	5.0699	1,198	3,733	5.5009	141
Province Total	1,102.4	8.4761	339.3	.....	750,707	10.1998	158,739	111,523	18,347	27,489	.....	1,129,482	9.4100	1,025	3,329	9.4602	112

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Before using these figures, see explanation page 590.

Alaska and Puerto Rico

Market Data for Alaska

Since 1940, our northern-most territory has gained rapidly in population, jumping from 71,628 to 94,500. Slightly more than 60% of the people are white, with the balance divided among Eskimos, Indians and Aleuts.

The population figure is for civilians only; the U.S.A. has a considerable force — but of undisclosed number — in the Territory.

There are 32,400 families or slightly less than three persons per family. This low persons-per-family figure is explained by the fact that among the whites the ratio is two men to one woman.

Retail sales in 1948 totaled $85,000,000, or $899 per capita, which is slightly in excess of the average for the States. Living standards are relatively high although goods are priced considerably higher because of transportation costs.

The net Effective Buying Income of 1948 was $155,000,000 or $1,604 per capita and $4,784 per family.

The estimates above are projected from data supplied by the Alaska Division of the Department of the Interior; the secrecy surrounding our military operations makes it impossible to assess accurately the combined military and civilian sales and income.

Market Data for Puerto Rico

Our island territory in the Caribbean is densely populated, with 544.1 persons per square mile. While largely agricultural, with soil extremely fertile and most of it in cultivation, industry has become increasingly important in the past decade. The population is currently 2,210,100, with one third of the population residing in cities and towns. About three-fourths of the population are white; the remaining one-quarter, Negro.

The 495,000 families bought at retail last year goods valued at $535,000,000, or $242 per capita. Net Effective Buying Income in 1948 was $630,000,000, or $285 per capita and $1,273 per family.

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Index to County and City Data

(Arranged alphabetically by states and Canadian provinces)

EXPLANATION OF CERTAIN COLUMNS

1. U.S.A. cities included (indented under county names) are those which had retail sales of $4,000,000 or more in 1939.
2. Numbers following certain county names (appearing at the left of the line separating names from population) refer to the Metropolitan County Area of which the county is a part. See pages commencing 122 for alphabetical list of these areas and their code numbers.
3. The estimate for families is synonymous with "private households."
4. Columns where information is withheld to avoid disclosure will not add up to the state total.
5. See pages 26 and 30 for explanation of coding system used for wholesale sales and gross farm income.

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California	548	New Jersey	258
Colorado	533	New Mexico	530
Connecticut	171	New York	204
Delaware	388	North Carolina	409
District of Columbia	390	North Dakota	364
Florida	444	Ohio	270
Georgia	432	Oklahoma	486
Idaho	543	Oregon	581
Illinois	312	Pennsylvania	238
Indiana	326	Rhode Island	167
Iowa	355	South Carolina	426
Kansas	348	South Dakota	366
Kentucky	464	Tennessee	468
Louisiana	480	Texas	496
Maine	160	Utah	526
Maryland	386	Vermont	163
Massachusetts	184	Virginia	392
Michigan	297	Washington	574
Minnesota	370	West Virginia	405
Mississippi	461	Wisconsin	288
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For data on Alaska and Puerto Rico, see page 605

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The SNOWBALL called "YARDVILLE, U.S.A."

Two months ago, America read about it in McCall's... Today, 368 cities are showing keen interest in creating "Yardvilles" of their own!

THIS IS DRAMATIC EVIDENCE of the mounting force of an idea. Two editors of McCall's set out to demonstrate that people can do something – *now* – where they *are* – to make urban living on moderate incomes more wholesome and more satisfying.

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Already Mayors, City Planners, Chambers of Commerce, other civic groups and business men in 368 cities have flooded McCall's with letters asking for guidance in getting Yardvilles of their own under way.

"Yardville, U.S.A." is a snowball – gathering size, importance and momentum as it goes. It is an idea come to life –to bring a better life to millions of America's city dwellers.

IT IS NO ACCIDENT that this idea was sparked by a couple of editors of McCall's.

These editors were simply expressing the editorial philosophy of the magazine itself: To help make America's homelife richer in all its aspects, by showing people themselves not only *what* to do but *how* to do it.

The 3,750,000 women who buy McCall's every month can understand readily enough why "Yardville" is snowballing into a national movement. They themselves will help to make it so–because they will *do* something about it. Just as they do *something* month after month about the new ideas, the new products, they read about on the editorial and advertising pages of McCall's.



Write for
The Complete "Yardville Story"

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*Blanchard-Nichols, Inc.

Interest aroused in these cities reveals coast-to-coast spread of McCall's "Yardville" Idea

Abilene, Texas
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Albuquerque, N. Mex.
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Alexandria, Va.
Allentown, Pa.
Alton, Ill.
Altoona, Pa.
Amarillo, Texas
Ann Arbor, Mich.
Asheville, N. C.
Ashland, Ky.
Athens, Ga.
Atlanta, Ga.
Atlantic City, N. J.
Augusta, Ga.
Augusta, Me.
Aurora, Ill.
Austin, Texas
Bakersfield, Calif.
Baltimore, Md.
Bangor, Me.
Baton Rouge, La.
Bayonne, N. J.
Beaumont, Texas
Beaver Falls, Pa.
Belleville, Ill.
Bellingham, Wash.
Beloit, Wis.
Berkeley, Calif.
Binghamton, N. Y.
Birmingham, Alabama
Bismarck, N. Dak.
Bloomfield, N. J.
Boise, Idaho
Boston, Mass.
Boys Town, Neb.
Bridgeport, Conn.
Brookline, Mass.
Brooklyn, N. Y.
Buffalo, N. Y.
Butler, Pa.

Cambridge, Mass.
Camden, N. J.
Canton, Ohio
Charleston, S. C.
Charleston, W. Va.
Charlotte, N. C.
Chattanooga, Tenn.
Chester, Pa.
Chevy Chase, Md.
Chicago, Ill.
Cicero, Ill.
Cincinnati, Ohio
Cleveland, Ohio
Coatesville, Pa.
College Station, Texas
Colorado Springs, Col.
Columbia, Pa.
Columbia, S. C.
Columbus, Ga.
Columbus, Ohio
Concord, New Hamp.
Cuba, Mo.
Cumberland, Md.
Dallas, Texas
Danville, Va.
Davenport, Iowa.
Dayton, Ohio
Dearborn, Mich.
Decatur, Ill.
Denver, Col.
Des Moines, Iowa
Detroit, Mich.
Duluth, Minn.
East Chicago, Ind.
East Cleveland, Ohio
East Orange, N. J.
East St. Louis, Ill.
Easton, Pa.
El Paso, Texas
Elizabeth N. J.
Elkhart, Ind.
Enid, Okla.
Erie, Pa.

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Hyde Park, N. Y.
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Inglewood, Calif.
Irvington, N. J.
Jackson, Mich.
Jackson, Miss.
Jacksonville, Fla.
Johnson City, N. Y.
Joliet, Ill.

Kalamazoo, Mich.
Kankakee, Ill.
Kannapolis, N. C.
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Kansas City, Mo.
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Kingston, N. Y.
Knoxville, Tenn.
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Lafayette, Ind.
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Lakewood, Ohio
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Lincoln, Ill.
Little Rock, Ark.
Los Angeles, Calif.
Louisville, Ky.
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Lynchburg, Va.
Madison, Wis.
Manchester, Conn.
Manchester, N. H.
Manhattan, Kan.
Marion, Ind.
Marion, Ohio
Martinsville, Va.
Massillon, Ohio
McKeesport, Pa.
Medford, Mass.
Memphis, Tenn.
Meridian, Miss.
Miami, Fla.
Middletown, Ohio
Millwaukee, Wis.
Minneapolis, Minn.
Mobile, Ala.
Moline, Ill.
Montclair, N. J.
Montgomery, Ala.

Morgantown, W. Va.
Mt. Pleasant, Pa.
Mt. Vernon, N. Y.
Muskegon, Mich.
Nashville, Tenn.
Newark, N. J.
New Bedford, Mass.
New Brunswick, N. J.
New Haven, Conn.
New Orleans, La.
Newport News, Va.
Nawtanbo, Mass.
Newton, Mass.
New York, N. Y.
Norfolk, Va.
North Bergen, N. J.
Oakland, Calif.
Ogden, Utah
Omaha, Neb.
Orange, N. J.
Orlando,Fla.
Oshkosh, Wis.
Oswego, N. Y.
Owensboro-Davies, Ky.
Oyster Bay, N. Y.
Parkersburg, W. Va.
Pasadena, Calif.
Paterson, N. J.
Pawtucket, R. I.
Pensacola, Fla.
Peoria, Ill.
Perth Amboy, N. J.
Petersburg, Va.
Philadelphia, Pa.
Phoenix City, Ala.
Pine Bluff, Ark.
Pittsburgh, Pa.
Pittsfield, Mass.
Port Arthur, Texas
Port Chester, N. Y.
Port Huron, Mich.
Portland, Me.
Portland, Ore.

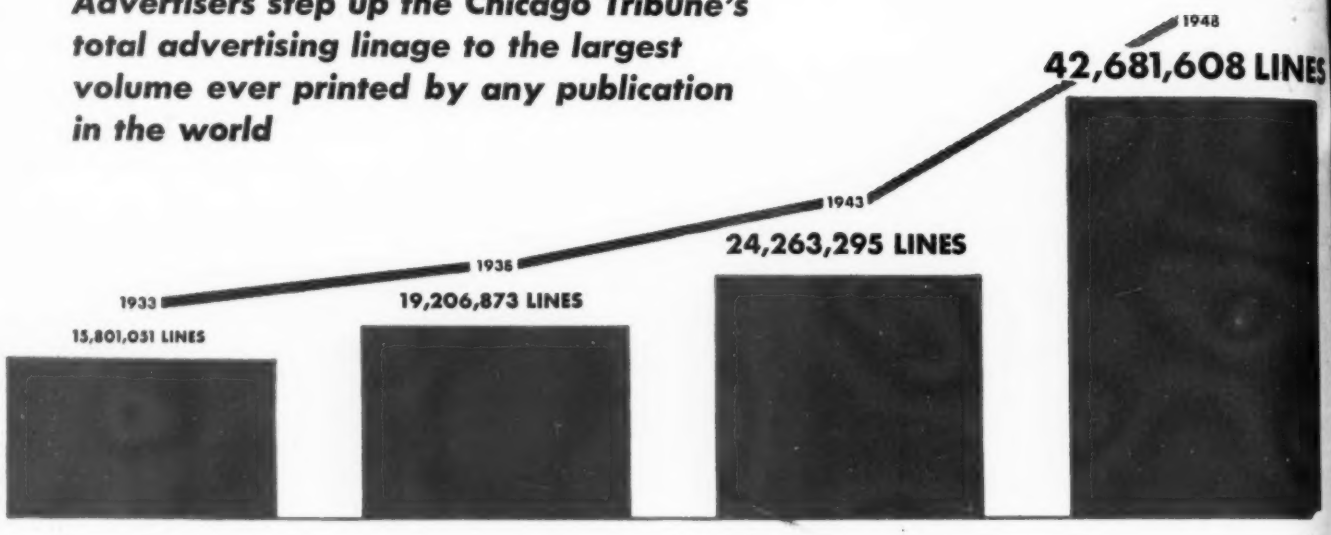
Portsmouth, Ohio
Portsmouth, Va.
Pottstown, Pa.
Pottsville, Pa.
Princeton, N. J.
Providence, R. I.
Raleigh, N. C.
Reading, Pa.
Redding, Calif.
Richmond, Va.
Rochester, N. Y.
Rockford,Ill.
Rock Island, Ill.
Rome, Ga.
Rome, N. Y.
Sacramento, Calif.
Saginaw, Mich.
St. Louis, Mo.
St. Paul, Minn.
St. Petersburg, Fla.
Salem, Mass.
Salem, Ore.
Salt Lake City, Utah
San Angelo, Texas
San Antonio, Texas
San Bernardino, Calif.
San Diego, Calif.
San Francisco, Calif.
Santa Barbara, Calif.
Santa Monica, Calif.
Savannah, Ga.
Schenectady, N. Y.
Scranton, Pa.
Seattle, Wash.
Sharon, Pa.
Sharpsville, Pa.
Sheboygan, Wis.
Shreveport, La.
Sioux City, Iowa
Sioux Falls, S. Dak.
South Bend, Ind.
South Gate, Calif.
Spokane, Wash.

Springfield, Mass.
Springfield, Ohio
Steubenville, Ohio
Tacoma, Wash.
Tampa, Fla.
Terre Haute, Ind.
Toledo, Ohio
Trenton, N. J.
Truckville, Pa.
Tucson, Ariz.
Tulsa, Okla.
Tuscaloosa, Ala.
Upper Darby, Pa.
Utica, N. Y.
Vicksburg, Miss.
Waltham, Mass.
Warren, Ohio
Warwick, R. I.
Washington, D. C.
Waterloo, Iowa
Watertown, N. Y.
Weehawken, N. J.
West Allis, Wis.
West New York,N. J.
West Palm Beach, Fla.
White Plains, N. Y.
Wichita, Kan.
Wichita Falls, Texas
Wilkes-Barre, Pa.
Wilmington, Del.
Winston-Salem, N. C.
Worcester, Mass.
York, Pa.
Youngstown, Ohio
Zanesville, Ohio

Hamilton, Canada
Montreal, Canada
Ottawa, Canada
Port Arthur, Canada
Toronto, Canada
San Juan, Puerto Rico
Wailuku, Main, Hawaii

A TREND BUILT BY RESULTS-

Advertisers step up the Chicago Tribune's total advertising linage to the largest volume ever printed by any publication in the world



For the third year the Chicago Tribune carried more advertising linage than any other publication in the country—and received in 1948 more advertising income than any other advertising medium with the exception of 2 national magazines and 2 radio networks.

ADVERTISERS in 1948 placed in the Chicago Tribune 42,681,608 lines of advertising. This was the largest volume of advertising ever placed in a year in any newspaper—or any other publication—in the world.

It was 7,608,190 lines more—21.7% more—than any other newspaper in the United States printed in 1948.

It represented a gain of 5,135,971 lines, or 13.7%, over the Tribune's total in 1947 and a gain of 9,829,626, or 29.9%, over the Tribune's volume in 1946, in both of which years the Tribune also led all other newspapers in the world in advertising volume.

Consider the dollar volume, the millions of transactions, represented by the millions of dollars which advertisers spent for the 42,681,608 lines of advertising they placed last year in the Chicago Tribune.

How advertisers have appraised the Tribune's increasing ability to help them get their full share of the sales growing out of Chicago's wider distribution of spendable income is shown below.

	TRIBUNE LEAD OVER NEXT CHICAGO PAPER	TRIBUNE % OF LEAD
Total advertising	23,236,738 lines lead	119.5% more
Retail advertising	11,164,160 lines lead	103.5% more
General advertising	3,310,598 lines lead	87.7% more
Classified advertising	8,228,629 lines lead	200.0% more

Then consider: Is your Chicago Tribune schedule an adequate one? Are you taking full advantage of your opportunities in Chicago?—the market which during each of the past three years has attracted to the Chicago Tribune the largest volume of advertising printed in any publication in the world.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER.

Average net paid total circulation for the year 1948: Daily, Over 975,000—Sunday, Over 1,625,000

CHICAGO TRIBUNE REPRESENTATIVES: A. W. Dreier, 810 Tribune Tower, Chicago 11; E. P. Struhsacker, 220 East 42nd St., New York City 17; W. E. Bates, Penobscot Bldg., Detroit 26; Fitzpatrick and Chamberlin, 155 Montgomery St., San Francisco 4; also, 448 S. Hill St., Los Angeles 13. MEMBER: AMERICAN NEWSPAPER ADVERTISING NETWORK, INC., FIRST 3 MARKETS GROUP, AND METROPOLITAN SUNDAY NEWSPAPERS, INC.